

Southwest **BUSINESS**

JUNE
1938

20
CENTS

Published at Dallas in the interest of the Southwest since 1922



Photographs by Parker-Griffith

Vacation Time: White Rock Lake

**The Southwest's Fall
Market Season**

**White Rock Had 771,040
Visitors in 138 Days
Last Summer**

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HOTEL LUBBOCK Lubbock
HOTEL FALLS Marlin
HOTEL GHOLSON Ranger
HOTEL CACTUS San Angelo
ANGELES COURT San Antonio

VIRGINIA
HOTEL MOUNTAIN LAKE Mt. Lake



Volume 17 June, 1938 Number 6

Southwest BUSINESS

Established 1922

Published by
THE DALLAS CHAMBER OF COMMERCE
In the Interest of the Great Southwest

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By LENOX LOHR

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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Copyrighted, 1935, by The Dallas Chamber of Commerce. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone 7-8451. Night Telephones: Editorial 58-4981; Advertising 5-3586. *Southwest Business* is owned and published by The Dallas Chamber of Commerce. Its object is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Southwest Business* nor The Dallas Chamber of Commerce stand sponsor for or are committed by the views expressed by authors in these articles.

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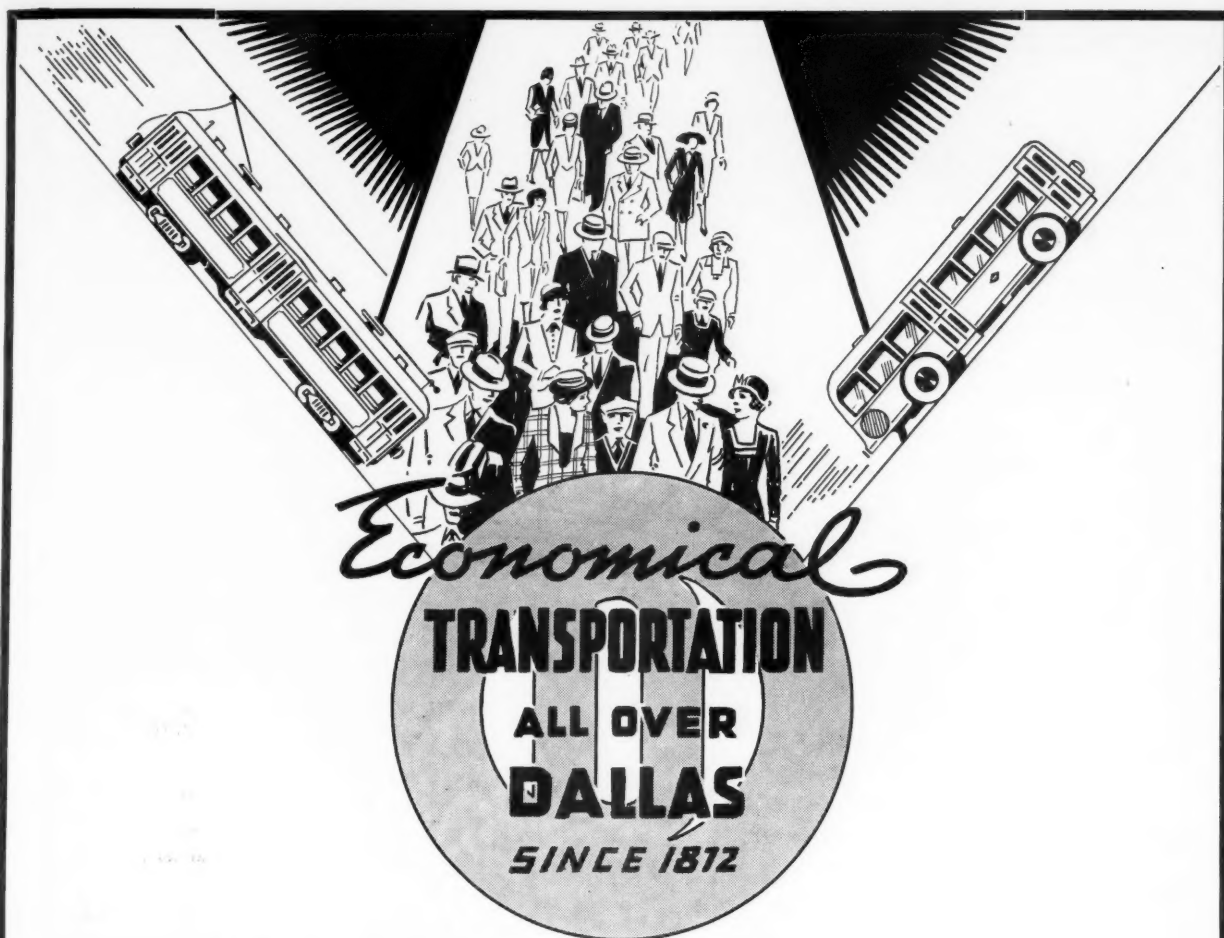
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Honor Roll

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section

Date Established	Years Old	Name
1869	68	The Schoellkopf Co. <i>Famous the World Over</i>
1872	66	E. M. Kahn & Co. <i>One Policy, One Ownership, One Location</i>
1872	66	Huey & Philp Hardware Co. <i>Wholesale Hardware</i>
1873	65	Walples Platter Company <i>Wholesale Groceries</i>
1875	63	Higginbotham Pearlstone Hdwe. Co. <i>Wholesale Hardware</i>
1875	63	Dallas Transfer & Terminal Whse Co. <i>Warehousing</i>
1876	62	Chas. Ott, Inc. <i>Safe, Guns, and Locksmith</i>
1876	62	Fakes & Company <i>Wholesale and Retail Furniture</i>
1876	62	Chas. L. Dexter & Co. <i>General Insurance Agents</i>
1876	62	Griffiths & Company <i>Lumber, Building Material and Roofing</i>
1876	62	Trezevant & Cochran <i>Insurance General Agents</i>
1877	61	Linz Bros. <i>South's Greatest Jewelers</i>
1883	55	Barrow, Wade, Guthrie & Co. <i>Accountants and Auditors</i>
1884	54	Henry Pollock Luggage <i>Luggage, Best on Earth</i>
1884	54	Gibbard Investment Co. <i>First Mortgage Loans</i>
1884	54	O. K. Harry Steel Works <i>Sheet Metal Manufacturers</i>
1884	54	R. H. Dearing & Son <i>Drilling Contractors and Oil Producers</i>
1885	53	Mosher Steel Company <i>Structural Steel, Concrete Bars, and Ornamental Iron Works</i>
1886	52	Robert Nicholson Seed Company <i>Garden, Field and Flower Seeds</i>
1887	51	Metropolitan Business College <i>Stenographic, Secretarial, Accounting and Bookkeeping</i>
1888	50	I. Reinhardt & Sons Co. <i>All Kinds of Insurance</i>
1889	49	J. W. Lindsley & Co. <i>Real Estate, Insurance & Bonds</i>
1890	48	J. M. Colville & Son <i>Printing and Advertising</i>
1891	47	Southwestern Paper Company <i>Founded in 1844</i>
1891	47	Jno. Deere Plow Company <i>Agricultural Implements and Tractors</i>
1892	46	The Egan Company <i>Printers and Publishers</i>

Date Established	Years Old	Name
1893	45	Fleming & Sons, Inc. <i>Manufacturers of Paper and Paper Products</i>
1895	43	Hunt Grocery Company <i>Complete Food Department Under One Roof</i>
1895	43	Fulton Bag & Cotton Mills <i>Burlap and Cotton Bags, Tents and Tarpaulins</i>
1896	42	Briggs-Weaver Machinery Company <i>Industrial Machinery and Supplies</i>
1897	40	Merchants Retail Credit Association
1900	38	The Murray Company <i>Manufacturers of Cotton Ginning Machinery</i>
1901	37	Mason Engraving Company <i>Steel and Copper Plate Engravers</i>
1901	37	Dallas Plumbing Co., Inc. <i>Plumbing and Heating Contractors</i>
1902	36	The Exline-Lowdon Company <i>Lithographing and Printing</i>
1902	36	Cullum & Boren Company <i>Sporting and Athletic Goods</i>
1902	36	S. L. Ewing Company <i>Typewriters, Adding Machines and Supplies</i>
1903	35	Republic Insurance Company <i>Fire Insurance</i>
1903	35	Southwestern Life Insurance Company <i>Life Insurance, A Texas Institution</i>
1904	34	Atlas Metal Works <i>Metal Manufacturers</i>
1906	32	Hesse Envelope Company of Texas <i>If it's an Envelope Hesse makes it</i>
1906	32	Dallas Title & Guaranty Co. <i>Oldest in Texas</i>
1906	32	Dallas Towel Supply Company <i>Linen Supply Service</i>
1906	32	Elliott Shiels Planing Mill Company <i>Millwork</i>
1908	30	Stewart Title & Guaranty Company <i>Abstracts of Titles</i>
1909	29	Ideal Laundry & Dry Cleaning Co. <i>Dry Cleaning and Laundry</i>
1910	28	Hedgecock Artf. Limb & Brace Mfg. Co. <i>Artificial Limbs</i>
1911	27	Graham-Brown Shoe Company <i>Manufacturers and Jobbers of Shoes and Boots</i>
1912	26	American Transfer & Storage Co. <i>Warehousing, Local and Long Distance Moving</i>
1912	26	Potts-Knaur Leather Company <i>Shoe Findings</i>
1913	25	Wyatt Metal & Boiler Works <i>Steel Plate Fabricators and Metal Workers</i>
1913	25	Hart Furniture Company <i>Complete Home Furnishings</i>
1913	25	The Texas Employers Ins. Assn. <i>Workmen's Compensation Insurance</i>



Transportation is as important to the life and the progress of a city as is the circulation of blood to the human body. People must be able to get to and from all parts of the city at all times. In buying and selling, leasing and renting property, one of the first important questions is . . . "What about Transportation?"

For more than 65 years the Dallas Railway & Terminal Company and its predecessor companies have furnished dependable, economical transportation service to the people of Dallas. As the city has grown and expanded, the facilities have been enlarged to meet the constantly growing needs. Vast sums of money have been invested in lines and

equipment in order that Dallas might be kept in the forefront of cities having adequate public transportation.

In recent years motor coaches, with their greater flexibility of operation, have been added to supplement the street car system in Dallas. Today the Company's service is more complete, more wide-spread and more efficient than ever before. This service, furnished as it is with large-capacity vehicles, is a definite factor in the relief of traffic congestion . . . gets people to and from work, shows, parks, schools, visits, churches. It is easy, simple, safe and cheaper to ride street cars and motor coaches in Dallas . . . a fact which means much to the life and progress of the city.



DALLAS RAILWAY & TERMINAL COMPANY

TAX CALENDAR

FOR JUNE, JULY, AUGUST

Current Tax Rates:

CITY:

General Fund	\$.519
Public Parks095
Public Library025
Interest and Sinking Fund8973
Public School750
Interest and Sinking Fund, Schools1737

Total City Tax Rate \$2.46

52% basis of assessment.

COUNTY:

General Fund	\$.25
Road and Bridge Fund21
Interest and Sinking Fund24
Permanent Improvement Fund01
Jury Fund04

50% basis of assessment \$.75

STATE:

General Revenue	\$.35
Confederate Pensions07
School Fund20

50% basis of assessment \$.62

WHERE TAXES ARE PAID

FEDERAL TAXES—Collector of Internal Revenue, Federal Building, Bryan, Between Ervay and St. Paul Streets, Dallas, Texas. (Abbreviation: "Col. U. S. Int. Rev.")

CITY TAXES—Collector of City Taxes, First Floor City Hall, Dallas, Texas (City).

COUNTY AND STATE PROPERTY TAXES—Assessor and Collector of Taxes, Dallas County, First Floor, County Hall of Records Building, Dallas, Texas (County A. & C.).

TEXAS STATE UNEMPLOYMENT COMPENSATION INSURANCE FUND TAXES—Texas Unemployment Compensation Commission Austin, Texas (Abbreviation: T. U. C.). Note: This Commission has a district office at 715 Thomas Building, Dallas, Phone 2-5620, which will answer questions and furnish forms.

SOCIAL SECURITY TAXES—*Federal*—These taxes and returns (Old Age Annuity and Unemployment Insurance) are made to the Collector of U. S. Internal Revenue, Second Floor, Federal Building, Phone 2-7151. Note: The U. S. Social Security Board has a district office in the Allen Building, Dallas, Phone 7-8057, which will answer questions and furnish forms for employers and employees involving application of the act, benefits, etc. All tax matters should be taken up with the U. S. Internal Revenue Office.

If property has not been rendered to County Assessor and Collector, this should be done at once. Also, homestead exemption must be claimed if taxpayer is to enjoy the tax reduction which this permits.

DATE	NATURE OF RETURN OR PAYMENT	TO WHOM MADE
<i>June</i>		
1	City, school, and library taxes as roll is completed. Discount allowed for prompt payment. If not paid before December 31, penalty of 2% per month until 10%, interest 6% per year from January 31, 1938, on accruing tax and penalty.....	City A. & C.
15	Second quarterly installment Federal Income Tax for first quarter, individuals and corporations.....	Col. U. S. Int. Rev.
25	State Unemployment Compensation.....	T.U.C., Austin, Texas
30	If State, County, County school and drainage districts taxes are paid in installments, second and final installment due.....	County A. & C.
<i>July</i>		
25	State Unemployment Compensation for June.....	T.U.C., Austin, Texas
31	Federal Old Age Annuity Tax (SS-1a) for second quarter.....	Col. U. S. Int. Rev.
	Federal Capital Stock Tax (707) paid by corporations only.....	Col. U. S. Int. Rev.
	File Federal Old Age Benefits information on forms SS-2a and SS-2 for previous quarter. No tax payment.....	Col. U. S. Int. Rev.
	State Unemployment Compensation information return for previous quarter; forms T.U.C. 4 and T.U.C. 4a.....	T.U.C., Austin, Texas
<i>August</i>		
25	State Unemployment Compensation, form T.U.C. 3, for July.....	T.U.C., Austin, Texas

NOTICE

Texas employers who were penalized by the Federal Government for failure to pay their Unemployment Compensation Contributions on 1936 payroll by April 1, 1937, are eligible for a refund of that penalty under the Federal Revenue Act of 1938.

The penalty refund to the employers amounts to 9/10 of 1% of the 1936 payroll, plus interest which may have been collected with the penalty.

Under the law, employers who have not paid their 1936 contributions to the State and Federal Governments will have until July 26, to do so without penalty.

Southwest BUSINESS

VOLUME 17

JUNE, 1933

Number 6

White Rock Lake . . . Texas' Busiest Playground

IN Dallas' own side yard is the most popular resort in the Southwest—White Rock Lake, which will attract upwards of three-quarters of a million visitors during the 1938 summer season.

By actual count, 771,040 visitors were attracted to White Rock Lake between May 16 and October 1, 1937. Some 30,880 of those visitors were out-of-state people. A census of license numbers showed that on an average 100.5 out-of-state automobiles and 3.4 trailers came to White Rock daily during the May 16-October 1, 1937, season. In that 138-day period there was a total of 13,900 out-of-state cars and 476 trailers.

These and other facts about Dallas' park-lake were gathered in a recreation survey of twenty Texas parks conducted by the National Park Service. The census was made last year in each of the fifteen state parks and the five metropolitan parks on which Civilian Conservation Corps camps were working under direction of the National Park Service during the summer of 1937. Last year was not abnormal, so far as the popularity of White Rock Lake was concerned, and the big Dallas park may be expected to draw as many or more visitors during the summer of 1938.

The National Park Service reported the following results of its census at the five metropolitan parks in Texas:

City	Park	Number of Visitors in 138-Day Period
DALLAS	WHITE ROCK	771,040
Fort Worth	Lake Worth	151,997
Sweetwater	Lake Sweetwater	68,553
Goliad	Goliad	58,129
Beaumont	Tyrrell	43,093
		1,573,026



Dusk brings out the sailboat enthusiasts at White Rock. The water is dotted with graceful white sails on a normal summer evening, and the fleet of sailing craft adds to the romantic beauty of the park.

Thus, it is obvious that White Rock is of two-fold value to Dallas; it provides exceptional recreational facilities which are used and appreciated by a large percentage of Dallas' own citizens; and it is a powerful tourist magnet, attracting Texans from a wide radius as well as more than 30,000 out-of state visitors in the 138-day period of the survey.

Few metropolitan centers in this part of America have such a large body of water so accessible for recreational purposes. White Rock Lake was "out in the country" when it was built as a city reservoir. Today, Dallas has grown to and around the lake. City streets lead down

to the water's edge, and magnificent homes and estates now overlook the lake from nearby hilltops.

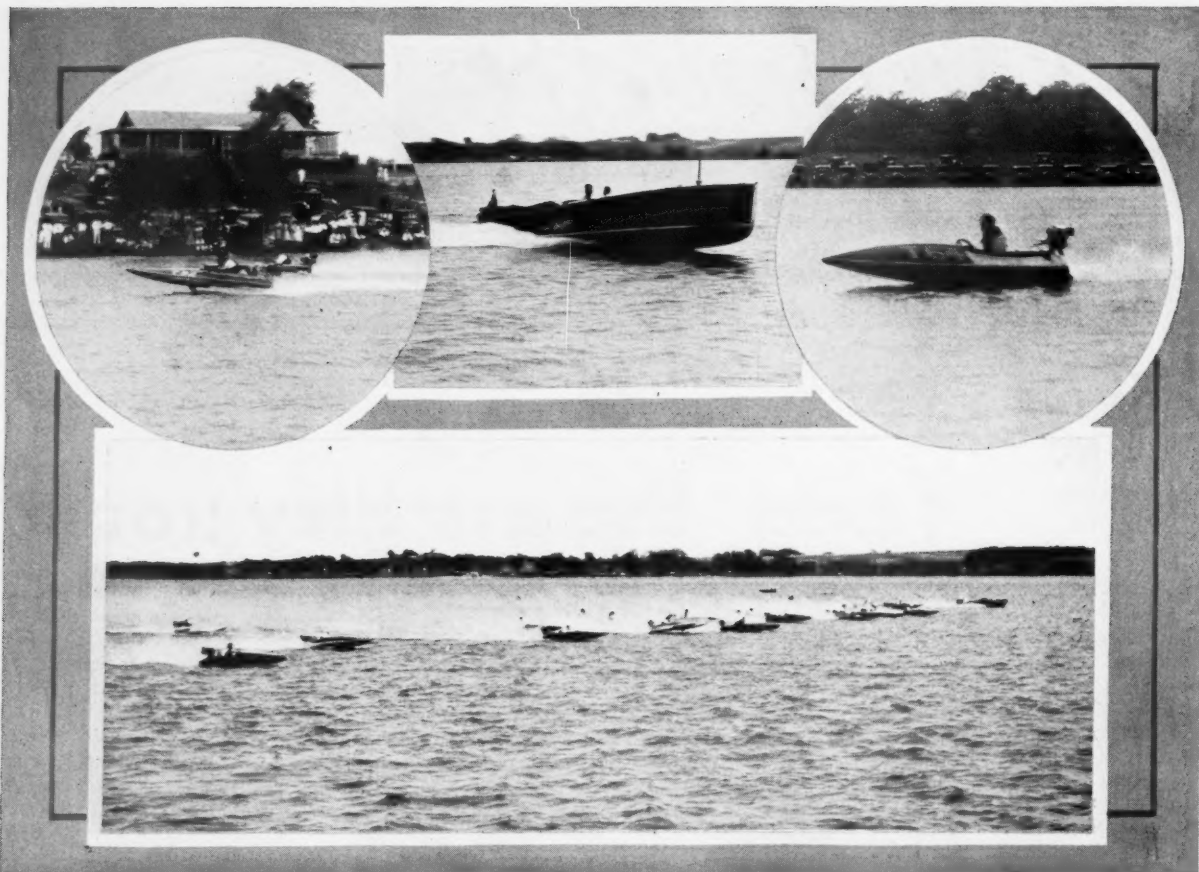
There was no data such as the National Park Service census to show the value of White Rock to Dallas when citizens became alarmed two years ago over the rapid destruction of the lake by silting. A group of those public-spirited citizens aroused Dallas to take steps to save White Rock. An important improvement program was worked out to be executed by the Civilian Conservation Corps under direction of the National Park Service. A dredge was purchased by the city to de-silt the lake, and after some mishaps this part of the program is now under way. And in addition, a soil conservation, anti-erosion program has been instituted on the lake's big watershed to reduce the future dangers of sedimentation.

White Rock Lake was built in 1913 as a city water reservoir. After Dallas' rapid growth had forced the city to build Lake Dallas in Denton County, White Rock was no longer needed as a source of water, and the lake was turned over to the Park Board of the City of Dallas December 13, 1929.

The lake covers approximately 1,200 acres of the 2,800-acre park. It has a watershed of 114 square miles. Fortunately, White Rock is located on two of the most heavily traveled highways in this part of Texas: U. S. Highway 67, State Highway No. 1 (The Broadway of America route); and State Highway 114.

Lawther Drive, a hard-surfaced hug-the-shore road, almost encircles the lake and makes it particularly accessible. Buckner Boulevard, Gaston Avenue, the Northwest Highway and Mockingbird Lane tie in to Lawther Drive.

The National Park Service has con-



Motor boat regattas are popular at White Rock, and Sunday afternoon races always line the shore with spectators. Five action photos of one of White Rock's exciting afternoons are shown above.

structed a mile of hard-surfaced road in the vicinity of Doran's Point, leading off the Northwest Highway and circling the hill by a shelter house also constructed by the Park Service.

With good highway facilities, every part of the lake is easily accessible. There are facilities for picnicking, horseback riding, swimming, boating and fishing. There are playgrounds, shelter houses, camp stoves and fireplaces, concession houses, and pure water supplies.

The best index to the value of White Rock Lake is in the Park Service's census of last summer's visitors. In the 138-day period for which the count was made, there were 249,291 picnickers, 5,378 campers, 36,177 hikers, 114,879 swimmers, 12,787 fishermen, 12,941 people who came to the lake for boating, 37,600 horseback riders, 55,297 people who came in nature study classes and groups, and 21,699 who participated in organized games and sports at the lake.

Sundays draw the biggest crowds to White Rock, and frequently the shoreline Lawther Drive is densely populated with Sunday evening picnic parties.

Total attendance on the Sundays of last year's census period was 269,724. Satur-

days were next in popularity, with a total attendance of 131,155. Mondays came third, with a total of 106,352. Other days of the week in the order of their popularity were Thursdays, Wednesdays, Fridays and Tuesdays.

There were, on an average, 1,804 picnickers at White Rock every day during the census period. For other types of participation, the daily averages were as follows:

Camping, 38.9; hiking, 262; riding, 273; nature study, 399.7; games and sports, 157.2; swimming, 833; boating, 93.7; fishing, 92.5.

The National Park Service reported that an average of 224 out-of-state visitors came to White Rock daily. The average number of Dallasites and Texans was 5,363 per day.

By age groups, adults over 20 were in the majority of White Rock visitors. The totals by age groups follow: children under 12, 168,314; youths, 12 to 20, 223,710; and adults over 20, 379,016.

There are approximately 5,000 feet of bridle trails in the park between Mockingbird Lane and the Cotton Belt Railroad. At various points around the lake are docks for row boats and fishing, most of

which are controlled by the concessionaires, but a few are for public use without charge. On the west side of the lake is a concrete boat house with 37 stalls for motor boats. There are also a number of privately owned boat houses. A sail boat club is maintained on the east side of the lake and its members have 50 or 60 boats. There are a number of privately-owned camps at the lake on sites leased from the Park Board.

Just south of the sail boat club is the lake's swimming beach, with a large and modern bath house and an excellent sandy beach.

At Sunset Point on Dixon's Branch is a large and well-equipped playground, with swings, see-saws, tennis courts, picnic tables and a water supply. This is one of the most attractive and best-attended areas in the big park.

Across the narrow neck of the lake from Sunset Point is a shelter house, and nearby are a number of picnic tables and camp stoves constructed by the National Park Service.

Another shelter house has been constructed at Doran's Point, the highest site around the lake. An overlook of stone

(Continued on Page 34)

Transportation System Serves a Growing Dallas

By W. R. BURNS

Vice President and General Manager, Dallas Railway and Terminal Co.

NOW, as always, transportation plays an important part in the life of every individual. All through the ages man has ever striven to overcome the limitations of space and time. Being of a gregarious nature, he has always desired to associate with his fellowmen in both a business and social way. He has not been willing to live to himself alone. Therefore, it has been, and is, necessary for him to travel in order to make business and social contacts with other persons.

In a city like Dallas the most important means of travel and the one made use of by the great majority of the people is the public transportation system. The purpose of this article is to furnish some pertinent facts regarding the local system and to set forth briefly just what the service means to all the people in our community.

The mass transportation service in Dallas is furnished by the Dallas Railway and Terminal Company, with its street cars and motor coaches. At present it has in service 261 street cars and 123 motor coaches. On a typical week day it operates approximately 36,500 miles, 61 per cent of which is operated by street cars and 39 per cent by motor coaches. These operations are handled over 105 miles of track and over 63 miles of motor coach routes. The company has 925 employees. Of this number, more than 135 have been in the company's service for over 20 years. The annual pay roll of the company is in excess of \$1,350,000. The total actual investment in the company's property exceeds \$12,000,000.

On most lines service is furnished for about 20 hours out of each 24—in other words, from about 5:30 a. m. around the clock and back to 1:30 a. m. During much of the time that service is rendered the traffic on our lines is light, but it must be operated in order to provide complete service to all of our people at all reasonable hours.

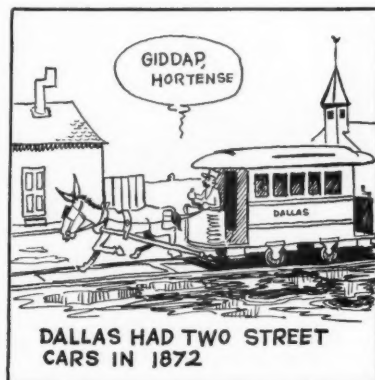
On a typical week day more than 176,000 passengers are carried, including 46,000 passengers who avail themselves of transfers and thus ride two or more vehicles for one fare.

Some of the characteristics of good mass transportation service are: Dependability, safety, economy and courtesy. The

Dallas system qualifies with a high grade with respect to these matters.

The service is dependable. All vehicles are operated on strict schedules, and vehicle failures are infrequent; in fact, there is a failure which necessitates removing the vehicle from service only once in each 10,000 miles of operation. It is entirely possible that a person who lives three miles from town and rides with us every day might ride all his life and never be on a defective vehicle.

Patrons know when they are ready to ride that the service will be there, regardless of whether the weather is wet or dry,



hot or cold. In recent years when sleet storms covered the streets with a coating of ice and practically stopped all other means of transportation, street car and motor coach service was furnished as usual. People established their homes on or near a transportation line, for they know they *can depend* on the service. They know when they are ready to go to work in the morning it will be there to take them; and they know when they are ready to return in the afternoon it will be ready to take them home. They know these things, and knowing them is one of the reasons why the service is so valuable to them.

The service is safe. In these days when almost 40,000 persons per year are being killed in accidents in the United States, and many times that number seriously injured, the matter of safety becomes a vital one. When a person boards a street

car or coach he is almost certain that he will be delivered to his destination safely. Since October 1, 1917, the street railway company in Dallas has hauled more than one billion, one hundred and forty million passengers, and only one of such passengers was killed and very few have been seriously injured. Another thing, this matter of safety means much to parents who entrust the care of their children to our operators. The parents of Dallas know that their children are safe on a street car or coach, and thousands of children ride them every day.

The service is economical. The fare of seven cents cash or five tokens for thirty cents, for adults, and three cents for children under twelve and students, with free universal transfers, is very low in comparison with other cities; in fact it is the lowest fare schedule of any large city in this part of the country. Only one city in the United States in Dallas' population range has a lower fare than Dallas, while scores of such cities have higher fares.

Last, but by no means least, of the characteristics of good service is courtesy to patrons. For many years our employees have practiced the fine art of being courteous and attentive to every person who rides with them.

These employees have a definite realization of the fact that however dependable, however safe, or however economical the service may be, there is still something very important lacking unless courtesy is practiced continuously. They know that this is something to which the patron is entitled when he pays his fare. They also know that in the final analysis it is the patrons who pay their wages, and courteous service which holds patronage and encourages new riders makes their jobs more secure.

Each year we receive hundreds of compliments regarding the courtesy of our employees.

Some people, without analyzing the situation, might feel that street cars and motor coaches congest traffic. The facts are that just the reverse is true. Instead of adding to traffic congestion they actually reduce it by carrying large numbers of persons in one vehicle. Checks made by independent traffic experts in a number of

(Continued on Page 50)



One of the upper reaches of the Guadalupe River, whose beauty has helped to make Kerrville a vacation Mecca of the Southwest.

The Lure of Texas' Hill Country

By BOB BENNETT

THE verdant sheen of the Guadalupe Valley . . . wild flowers nodding by the wayside and blending with others of infinite variety into an endless mosaic . . . the fluted notes of winged creatures. These things herald the arrival of vacation time in Texas' Hill Country. And Kerrville, center of this great recreational empire, is preparing for more summer visitors than ever before.

Kerrville and the surrounding country have long been famed as a delightful summer resort, and as a sportsman's paradise in the hunting season. Full development of the area's possibilities was long delayed, however, by lack of highway development. In recent years, with the extension

of Texas' splendid highway system, the hill country has been made easily accessible from any part of Texas and the Southwest. Its proximity to the centers of population in the Southwest has made it extremely popular with the people who do not like to spend a good part of their vacation time traveling to and from the more distant resorts. Today, with excellent highway connections, the hill country is coming into its own as a Mecca for summer travelers and as the dream country for sportsmen.

Texans in increasing numbers each season are discovering the delightful experience of a vacation spent in the Kerrville country. Once here, the enchanting mem-

ories will bring them back again with the return of spring and early summer.

Spanned by a system of fine highways; traversed by sparkling streams that alternately rush over falls and then laze along in deep, romantic pools; and dotted with fertile valleys that curve between the rugged, green hills, the scenic wonderland surrounding Kerrville offers a natural beauty unmatched in the expansive Southwest.

Game fish lurk in the Guadalupe and its tributaries; deer, turkey and other species of wildlife rare in other sections, abound in the hills.

In the heart of this vacationland, ringed by the uneven mountains that push their way into the azure horizon, lies Kerrville—a progressive city of homes, schools, churches, of business opportunity. Kerrville's civic-minded people, through the medium of a wide-awake Chamber of Commerce, are dedicated to the purpose of telling the world about the Hill Country's natural splendor and the many advantages of spending a vacation here.

The result is that thousands of Texans, as well as people from other states, hie themselves away from the multitudinous and strenuous activities constituting modern life for a season of rest and recreation in and around Kerrville.

Along the banks of the Guadalupe, west of the city, are seven camps for boys and girls, offering supervised programs of recreation and study for more than 1,000 youngsters during the heated period of the year. The investment in camp buildings and equipment mounts into hundreds of thousands of dollars. There also are myriads of privately owned camps and summer homes in the Upper Guadalupe

District. These homes range from rustic cabins, cunningly tucked away beneath majestic cliffs, to permanent residences of palatial proportions. Yet, the roofs of all of them cover souls with common hopes of a joyful vacation.

The organized camp schools include the following: Camp Waldemar for girls, Camp Mystic for girls, Camp Stewart for boys, Alamo Area Council Boy Scout Camp, and Camp Arrowhead for girls and Camp La Junta for boys.

Two church encampments, Westminster, operated by the Texas Synod, Southern Presbyterian Church; and the Methodist Kerrville Assembly, operated under the auspices of the West Texas Confer-

ence, Methodist Church, South, from June until September of each year conduct regularly scheduled programs of worship and recreation. Church leaders of national repute appear on the programs. Both encampments have modern auditoriums constructed of stone, dining halls and other permanent camp buildings, in addition to ample cottages for the accommodation of visitors. Many prominent Texans have erected homes on the grounds of the encampments. Registrations at Westminster last season totaled about 3,000 and slightly less than 2,000 were registered at the Methodist Assembly.

Accommodations for summer visitors to Kerrville and vicinity are available in a scope extending from the most economical to those with every desired luxury.

A diversity of interests may be found to make time's flight seem altogether too hasty. Fishing, swimming, canoing, hiking, horseback riding, golf and tennis are some of the activities that will appeal to the sportsman and nature lover.

For many vacationists in the Hill Country, the chief attraction is the opportunity for complete rest, carefree and comfortable, among the beauties of nature. There is a restfulness, a quietness and serenity in the scenic beauties of the Kerrville country which appeal strongly to the person who spends the other fifty weeks of the year at a desk or behind a counter.

The lazy man's sport of sleeping in the shade of a big tree can be enjoyed to the utmost here. But for those who want a change of scenery and a change of pace from everyday life, there are other and greater attractions.

Fishing in the Guadalupe is regarded as the equal of almost any to be found in the Southwest. The clear, swift streams of the Hill Country are almost irresistible to the fisherman.

In season, deer and wild turkey of the Hill Country draw hundreds of sportsmen

—governors, writers, business men. Irvin S. Cobb is only one of many noted men who have journeyed to the Hill Country for the deer and turkey season.

Summer vacationists delight in the inviting trails of the hills, which lure the hiker on and on, always exploring further with the promise of finding a new and challenging vista in the rugged scenery.

The horseback riding and canoeing are sports enjoyed by young and old alike. Unusual opportunities are provided for enjoyment of both.

An art colony is located 11 miles west of Kerrville, and a summer theater group is completing arrangements to stage a series of productions near the city this season.

The camera addict may realize his fondest dream, with innumerable subjects unfolding in the ever-changing panorama of natural beauty. For those who seek only rest, there are countless woodland niches, far removed from the hum of commerce and the din of industry.

The hill country's fame has spread far beyond the borders of Texas, and each season brings an increasing number of tourists from other states. To a Texan, this is a fact of great importance. Centrally located in Texas, the tourists from other states must travel some distance across Texas in order to reach the hill country. They will make stops en route, and frequently stay overnight in other towns and cities en route to Kerrville. Their vacation expenditures are direct benefits to those other cities as well as to Kerrville and the hill country.

Much of the growing popularity of the Kerrville country as a summer vacation resort is traced partly to its abundance of rare wild life. Men who go to the Hill Country for the deer and turkey seasons want to return and take their families for the summer vacation. Other families go there because of the reports brought back



The Camp Waldemar swimming pool. Kerrville's camps attract more than 1,000 boys and girls each summer.

by sons and daughters who have spent a season in one of the Kerrville camps and return home a salesman for the Hill Country.

The annual tide of vacationists into the Hill Country includes bankers, merchants, public officials of high station, and business leaders from all parts of the state. The Dallas area for the past several seasons has sent a large quota of vacationists, among whom were many who formerly spent their playtime in the Rocky Mountains or elsewhere. An even larger number of Dallas and North Texas residents are expected to join the throng this summer.

To these, and to all others seeking a place for the ideal vacation, Kerrville bids a hearty welcome.

Phrases cannot describe the Hill Country. Like a sunset, it must be seen—its glory must be felt. There is something in the pure mountain air that no other air seems to contain—something that seems able to take the gleam and the sparkle out of the sunshine and blow it right into one's veins. . . The Hill Country of Texas is for people who are in love with life.



Irvin S. Cobb (left) was one of the notables who killed his game in the "Heart o' the Hills" section last fall. Above, a buffalo herd on the L. A. Schreiner ranch near Kerrville.

Bradford Memorial Hospital Has Unique Record of Service

A NURSES' tea party on a rainy Sunday afternoon twenty-five years ago was the birthplace of an idea that led to the finest and best equipped baby hospital in the Southwest.

Sixteen years after that tea party, the Bradford Memorial Hospital was moving into its new \$100,000 building. The hospital was the gift of the late T. L. Bradford, Sr., who was mayor of Dallas at the time of his death. The furnishings were gifts from Dallas and Texas men and women.

And happy with the happiness that comes with the final translation of a great dream into reality was the late May F. Smith, superintendent of Bradford Hospital. Miss Smith was one of the six nurses who had first discussed the baby hospital idea over their teacups that gloomy Sunday afternoon in 1913.

In the sixteen years between the tea

party and the move into the fine new hospital building, the idea had gone through many hardships, and had come a long way.

It began as the Dallas Baby Camp, backed by the Dallas County Graduate Nurses Association. The "camp" was established March 17, 1913, on the grounds of Parkland Hospital. It consisted of four tents borrowed from the Red Cross, one for administrative purposes, one for the nurses' home, one for the sick babies and one for the kitchen. The new enterprise was formally opened April 1, 1913.

The Baby Camp began without a permanent home and with none but the crudest of facilities for treatment of the sick children it was to serve.

There was an "outside sunroom." It consisted of two cribs placed in the shade of a tree, the feet of the cribs placed in tomato cans filled with water and kerosene to halt ants, and over each crib was mosquito netting to guard against insects. Baby's bath was a wooden tub under the hydrant on the hospital grounds.

The nurses thought they had enough troubles that first summer, when one day a premature baby was brought to the camp. There was no modern incubator, but the ingenuity of the staff was equal to the occasion. A homemade incubator was improvised from a wash boiler placed upon an inverted dishpan and supported by bricks. Hot bricks were pushed through a hole cut in the side of the dishpan, and

(Continued on Page 19)



For twenty-five years, the Bradford Memorial Hospital for Babies has carried on an extremely important and effective work, rounding out Dallas' facilities as medical and hospital center of the Southwest. Beginning as the Dallas Baby Camp, housed in four tents, the institution has developed into the modern hospital shown in center, above, erected at a cost of more than \$100,000 by the late T. L. Bradford, Sr. At lower left are Dallas doctors on the staff of Bradford Hospital: standing, left to right, Robert Moore, H. L. Moore, R. S. Usry, John Young, B. A. Knickerbocker, Rene Caillet, A. L. Alfieri, F. S. Bruchsalter, Guy Tittle and Harold Nesbet; seated, George Porter, William Bradford, and John Ashby. Other photos show the complete medical care and treatment which Bradford accords its baby patients.

Canada Dry Comes to Dallas

New Factory, \$450,000 Investment, Emphasizes Industrial Decentralization

CANADA Dry Ginger Ale, Inc., opened its sixteenth, newest and finest factory in Dallas last month, with a capacity of 3,000 cases of ginger ale per eight-hour day.

The Dallas factory of Canada Dry, at Maple Avenue and Moxley Street, represents an investment of \$350,000 in site, building and equipment, plus additional initial operating expense. It is the only Canada Dry plant between Atlanta, Ga., and Los Angeles, Cal., south of Pittsburgh. More than 500 people are included in the Canada Dry distribution organization in the Southwestern area served from Dallas.

"Our new Dallas factory is concrete evidence of what Dallas can expect from the rapid development of the Southwestern market, and from the powerful decentralization movement in industry and distribution," Wilbur M. Collins, vice president in charge of sales and advertising, with headquarters in New York, said on his visit of inspection to the new Dallas factory early in June.

Mr. Collins pointed out that the Dallas factory was opened with six times the daily capacity of the first plant which Canada Dry built in the United States, in New York City, in 1922.

"That alone is eloquent testimony to what we think of your great Southwest," he declared.

J. L. Parchman, a native Texan, who has been with Canada Dry for the past ten years as salesman, zone manager, district manager, assistant branch manager, is division manager in charge of the Dallas factory. J. G. Pullets is assistant to Mr. Parchman. R. L. Du Bois is office manager and R. K. Quinn is chemist and plant manager. J. C. Cranmer of New York, assistant to Vice President Collins, came to Dallas to assist in the opening and initial operation of the factory.

In addition to Mr. Collins, home office executives of Canada Dry Ginger Ale, Inc., are Roy W. Moore, president and general manager, and J. L. Murphy, Sr., vice president in charge of production.

Canada Dry had its inception in 1890 when J. J. McLaughlin, a chemist, equipped a factory in Toronto, Canada, and began the manufacture of non-alcoholic carbonated beverages. Canada Dry

ginger ale was first produced in 1906 in Toronto. The second factory was established in 1907 in Edmonton, Canada, and in 1922 a New York corporation was formed and a factory opened there.

The company took over Caledonia Springs, Ltd., a Canadian corporation in 1927, and in 1928 it took over Chelmsford Ginger Ale, Inc., whose main plant was located at Chelmsford, Mass. The present name, Canada Dry Ginger Ale, Inc., came into being in 1923.

In 1931, the 28-ounce bottle of Can-

ada Dry was introduced in the New York metropolitan area, and in 1932 Canada Dry Sparkling Water was introduced to the New York market in 28-ounce bottles. In March, 1936, the company took an important step: by reducing prices to five, ten and fifteen cents, respectively, for the small, medium and large size bottles.

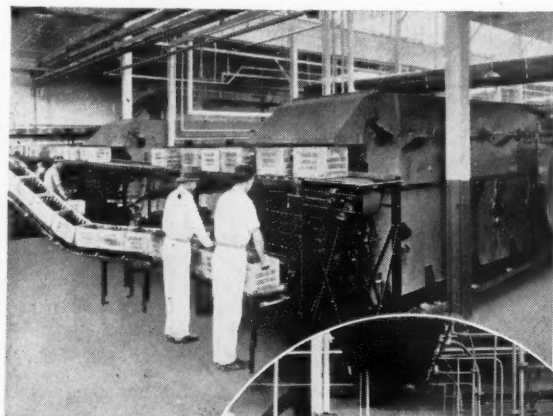
Also in 1936, Canada Dry International, Inc., was organized to promote and extend foreign business. Canada Dry International now has ten factories in foreign countries in addition to the sixteen in the United States and Canada. Among others, factories are located in New Zealand, Australia, Cuba, Haiti, and Brazil.

"Our new Dallas factory is the most modern and best-equipped of all our plants," Mr. Collins said during his Dallas visit.

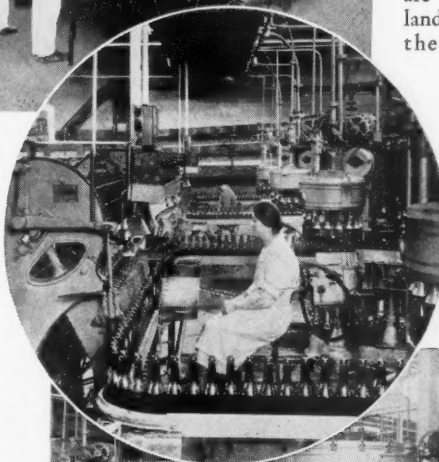
The Dallas factory of Canada Dry has a ground area of five acres. The building provides 45,000 square feet of floor space. The grounds of the factory are being completely landscaped to give it the appearance of a public building rather than a manufacturing plant.

"All employees and many raw materials are obtained in Dallas," Mr. Parchman said. "We have

(Continued on Page 43)



For thirty minutes each bottle used by Canada Dry is soaked and scrubbed until completely clean and sterilized (above). Inspecting clean, sterile bottles for possible imperfections (center). Below: syringing machines. Each bottle receives an exact amount of syrup, assuring uniformity of flavor and quality.



New Standards Developed for

By CHARLES A. MYERS

Vice President and Engineer, Air-Rite Corporation, Dallas

\$7,500 SMALL HOME

KELVINATOR engineers have made it possible, with the assistance of America's leading architects and scientists, to develop a six-room house, air-conditioned, insulated, modernized in the best sense of the term; a house that will provide the finest home life in America, yet which will cost no more to build and no more to live in than an ordinary six-room house.

Three years ago when the idea of Kelvin Home first began to take definite form, Kelvinator Corporation called in an advisory council consisting of a number of the country's leading architects and builders to supplement its own research and engineering departments.

The idea was presented to them and they were asked to go to work.

On its own side the Kelvinator Corporation began the designing of more efficient and more economical equipment along lines of complete year 'round air conditioning, electric and gas cooking, electric refrigeration, and electric laundering and ironing machines.

Kelvinator specified as part of the problem that the Kelvin Home completely equipped for Better Living, should cost the purchaser no more than \$7,500.

It also specified that it should cost the family living in this home no more than it cost the same family to live in an ordinary house.

The problem facing those who worked out the Kelvin Home was rendered even more difficult because Kelvinator further specified that this home be beautiful inside and out; that it be built of the best materials—and well-built; that it be designed for convenient living, with adequate closets and plenty of room to suitably place such articles of furniture that are normally used in our homes.

That these men working with and for Kelvinator actually produced such a home, measuring up to specifications in every detail is proved by the hundreds of Kelvin Homes themselves which have already been built and by the carefully kept records of the families which are living in them.

These records prove that a home well designed and well built, can also have modern automatic winter and summer air

conditioning, electric refrigeration, electric or gas cooking, electric laundry equipment—and cost complete no more than \$7,500.

The records also proved that it cost the families in these Kelvin Homes no more to live in them than it had previously cost them to live in ordinary homes.

New Firm Handles Distribution for Air Conditioners



CHARLES A. MYERS

Organization of the Air-Rite Corporation as a retail distributor for Kelvinator air conditioning equipment was announced. Officers of the company are L. E. Adler, Jr., president and treasurer; Charles A. Myers, vice-president and engineer, and Lynn Henson, secretary. Headquarters will be at 3123 Holmes.

Mr. Myers holds a degree of B.S. in electrical engineering from Iowa State College, and has had ten years of experience in heating, refrigeration and air conditioning. He was elected to the Eta Kappa Nu national honorary electrical scholastic fraternity in his junior college year and has been a member of the St. Louis Engineers' Club since 1929.

These are the things which make Kelvin Homes different from the ordinary moderately priced American house. Kelvin Home is not only a better house, but it provides everything for better living at no additional cost.

The Kelvinator company claims for its system maintenance of an even temperature during the winter, with the air throughout the house clean and properly humidified, and cool and dehumidified air during summer by means of refrigeration.

During the heating season the Kelvinator automatic boiler burner unit delivers steam to a heating coil in the air conditioner, where the air is heated, filtered, purified, and humidified and recirculated to every room of the house, at the will of a thermostat and humidistat. The fuel may be oil or gas.

Economical Cooling

In the summer a specially designed comfort damper provides economical cooling by utilizing outside night air.

By manipulating a switch on the control panel, provision is automatically made for bringing in fresh, cool, outside air, filtering and circulating it throughout the house, and for discharging stale air to the outside. In this way purified air is utilized to cool the house and prepare for higher outside temperatures during the following day.

When the temperature in the house rises above a comfortable condition, or when high temperature and humidity conditions prevail outside, cooling is provided automatically by the refrigeration compressor serving the cooling coil in the conditioner. Then the air is cleaned, cooled and dehumidified by refrigeration and recirculated.

The thermostat and humidistat are primary controls in the year-round air conditioning plant. However, to attain flexibility of operation of the air conditioning system, the Kelvinator "Exact Selector" has been provided. Through its use, full automatic, semi-automatic and full manual operation of the system may be obtained.

Hot water for domestic purposes is provided both summer and winter by the oil burner in houses heated by oil.

Dallas Business

WITH a total of 121 new concerns secured during the month, May represented the best month in more than three years, both in number of new enterprises and their importance, according to the Industrial Department of the Dallas Chamber of Commerce. Featuring May was the announcement of the new Southwestern branch plant of the Charles E. Hires Company, now under construction, eleven other manufacturing plants, opening of the new Southwestern Plant of Canada Dry Ginger Ale, Inc., the removal of several oil companies from Fort Worth and Tulsa to Dallas, the establishment of a central Southwestern branch in Dallas by the Universal Engineering Company of Los Angeles, oil field equipment concern, and the consolidation of that company's Houston branch with its new Dallas headquarters.

In addition to twelve new manufacturing plants, May saw the establishment in Dallas of twenty-four new wholesale houses, ten oil companies, thirty-four retail concerns, forty-one miscellaneous businesses and ten branches of national concerns. Among the new concerns for the month were the following:

Manufacturers

The Armstrong Company, Taylor and Crowder Streets. Manufacturers of plastic cements, caulking materials, putties and specialties. Home office, Detroit, Michigan; other plants in Detroit and Chicago.

Bardsley's Frozen Confections Company, 739 Travis Street. Manufacturers of ice cream.

Barq's Bottling Company, 1301 Second Avenue. Beverages.

Borden Company, 1811 Leonard Street. New ice cream plant under construction.

Double Cola Bottling Company, 4309 Live Oak Street. Beverages.

Charles E. Hires Company, 4131 Commerce Street. New \$100,000 plant being installed, to be in operation about June 15. This plant will bottle Hires root beer exclusively, for distribution within a radius of about 300 miles. H. D. Blossom is division manager; F. H. Dake, sales manager, and J. A. Bower is plant manager. Home office of the company is Philadelphia.

Hobson Tackle Company, 3405 Binkley Street. Manufacturers of bass lures, salt water baits, trout flies, etc.

Monroe Hat Company, tenth floor, Perkins Building. Millinery.

Morgan Manufacturing Company, 1009½ Elm Street. Dress manufacturers.

Scott Art Stone Company, 3608 San Jacinto Street. Cast stone.

Southwest Fur Company, Inc., 108

South Poydras Street. Manufacturers of fur coats.

Trinity Heights Cannery, 810 Hobson Street. Chili manufacturers.

Wholesale and Branches

Air-Rite Corporation, 3123 Holmes Street. Distributors of Kelvinator air conditioning equipment.

American Home Company, 1416 Allen Building. Building materials.

American Rug Mills, 1903 Bryan Street. Floor coverings.

Beckham Candy Company, 4702 Second Avenue. Wholesale confections.

Bergfeld Distributors, 2223 Elm Street. Beverages.

Colson Corporation, 710 Cliff Towers. Wheel goods—bicycles, etc. Home office, Elyria, Ohio.

Grandma's Candy & Nut Company, 2928 Elm Street. Wholesale candy.

Hinckley-Tandy Leather Company, 511 North Akard Street. Shoe findings.

Ideal Conditionaire Company, 2410 Swiss Avenue. Air conditioning equipment.

Industrial Fuels, Inc., 3204 Stanford Street. Motor fuels.

Knox Glass Bottle Company, 1405 Allen Building. Bottles. Home office, Knox, Pennsylvania.

Mal-Bar Distributors, Inc., 2821 Live Oak Street. Wholesale popcorn.

Merchant Sales Agency, 501 Allen Building. Manufacturers agents.

Metal Goods Corporation, 613 Construction Building, representing Aluminum Company of America, American Brass Company, American Rolling Mill Company, National Brass & Copper Company and M. & H. Zinc Company. Home office, St. Louis, Missouri. Harlan C. Reidel, Dallas branch manager.

Henry Pollak, Inc., 811 Wholesale Merchants Building. Millinery. Home office,

(Continued on Page 35)

Graphic Review of Dallas Business

Business Indices, May, 1938, compared with May, 1937

AIR MAIL POUNDAGE 1938 47,410 + 28.2% 1937 36,988	POSTAL RECEIPTS 1938 \$354,304 — 0.54% 1937 \$356,236
NUMBER OF BUILDING PERMITS 1938 709 + 6.8% 1937 664	BUILDING PERMITS 1938 \$1,186,742 — 9.4% 1937 \$1,310,267
BANK CLEARINGS 1938 \$201,878,000 — 10.4% 1937 \$222,945,000	TELEPHONES 1938 86,730 + 4.7% 1937 82,814
BANK DEBITS 1938 \$220,353,000 — 9.2% 1937 \$242,752,000	ELECTRIC METERS 1938 80,522 + 3.7% 1937 77,616
STREET RAILWAY PASSENGERS 1938 5,299,389 + 2.5% 1937 5,166,944	GAS METERS 1938 76,731 + 4.3% 1937 73,562
INDUSTRIAL CONSUMPTION OF NATURAL GAS 1938 365,432.0 C. F. — 1.01% 1937 369,158.2 C. F.	WATER METERS 1938 72,184 + 3.6% 1937 69,668
INDUSTRIAL CONSUMPTION OF ELECTRIC POWER 1938 2,979,943 K. W. H. + 10.1% 1937 2,706,427 K. W. H.	NEW CAR REGISTRATIONS 1938 993 — 28.4% 1937 1,387

THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown.
Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938		1937										1938		
	April	1937	April	May	June	July	August	September	October	November	December	January	February	March	
Bank debits (dollars, in thousands)	220,353	242,752		221,786	231,952	242,058	230,077	255,202	258,782	236,598	282,612	245,957	210,053	238,342	
Bank clearings (dollars in thousands)	201,878	222,945		203,410	219,737	225,697	216,017	251,516	251,045	227,286	238,805	215,980	186,541	220,733	
Building permits (dollars)	1,186,742	1,310,267		1,043,106	908,468	837,573	644,848	828,358	859,214	895,951	877,316	965,643	752,929	996,338	
Motor vehicles (new registrations)	993	1,387		1,375	1,439	1,352	1,177	1,069	1,218	1,018	1,065	965	943	1,228	
Electric meters	80,522	77,616		77,959	77,968	77,959	78,786	79,314	79,617	79,661	79,815	79,763	79,964	80,235	
Telephones	86,730	82,814		83,405	83,188	83,194	83,557	84,465	85,029	85,304	85,634	86,059	86,331	86,697	
Gas meters	76,731	73,562		73,746	74,044	74,186	74,450	74,839	75,516	75,997	76,267	75,950	76,350	76,524	
Water meters	72,184	69,668		69,847	70,188	70,450	70,695	70,902	71,136	71,269	71,413	71,528	71,560	71,939	
Postal receipts (dollars)	354,304	356,236		352,880	347,277	332,664	303,273	368,511	398,231	371,611	481,862	331,074	312,817	270,366	
Industrial power consumption (in kilowatt hours)	2,979,943	2,706,427		2,972,093	3,572,393	4,253,245	4,241,819	4,330,163	3,948,160	3,291,514	2,913,340	2,863,279	2,800,015	2,795,540	
Industrial gas consumption (in thousands of cubic feet)	365,432.0	369,158.2		330,271.8	345,214.8	336,131.2	368,335.8	364,380.0	388,933.2	476,334.2	541,584.4	512,710.0	444,825.6	381,250.2	
Street cars and bus traffic (passengers)	5,299,389	5,166,944		5,261,435	5,063,778	4,991,205	4,790,361	5,069,884	5,439,784	4,801,452	5,037,650	4,928,764	4,620,917	5,278,917	

PORT ARTHUR PLANS OPENING *Of Skyscraper Bridge*

By J. C. WATKINS

OFFICIALS of the state and national governments are planning to dedicate at Port Arthur shortly the tallest highway bridge in the South and one of the highest in the United States.

Signalizing another stride up the path of economic progress for the Southwest, the \$2,750,000 Port Arthur-Orange bridge across the Neches river on Texas Highway 87, the Hug-the-Coast route, will be thrown open to the automobile traffic of the nation with elaborate ceremonies.

A colorful program and one of the largest celebrations ever held on the Gulf Coast will distinguish the dedication of the huge new structure.

Financed by the United States Public Works Administration, the Texas Highway Commission and Jefferson County, the bridge forms a valuable new link in the Texas highway system and shortens travel distances between Gulf coastal points.

Because the Neches river, above which the bridge is suspended, is used for the navigation of ocean-going ships, generous clearances had to be provided. Moreover, there were no eminences on each side of the waterway—as was the case at San Francisco—from which the steel work could originate. As a result the bridge rises in a rainbow-like arc from a flat prairie land, with an elevation of a few feet above sea level, to attain an extreme height of 230 feet—about that of a 20-story building—above the surface of the Neches river.

The main span provides a vertical clearance above water of 176 feet, or 43 feet more than that of the Brooklyn Bridge and 41 feet more than that of the Huey P. Long bridge across the Mississippi river at New Orleans. Only six other bridges in the nation have a greater clear height above water, and some of these are railroad bridges across gorges, whereas the Texas structure ascends skyward from a surface not much higher than the waters of the river itself.

The mile-and-a-half-long bridge rises with a five per cent grade, a gentle slope which will permit motorists a vision range of 800 to 1,000 feet ahead at any point on the roadway.

Enough steel to build a warship—10,000 tons of it—went into the construc-

tion of the bridge, on which work was begun in March, 1936. Some of the other material included 50,000 barrels of cement, 23,000 cubic yards of sand, 42,000 cubic yards of gravel, and 19,000 gallons of paint.

The Neches river at the site of the bridge is 1,000 feet wide, with a main



An ocean-going vessel passing under the great "skyscraper bridge" over the Neches River near Port Arthur.

dredged channel 400 feet wide and 35 feet deep for the navigation of ocean-going vessels. The main span of the bridge was therefore designed to give a horizontal clearance of 600 feet—the distance of two city blocks—to permit the comfortable passage of ocean traffic.

Because of the immense amount of steel called for, and the consequent heavy weight of the superstructure, it was necessary to give the bridge an extremely firm footing. The placing of the foundation was complicated by soft sub-soil conditions, with marsh muck extending down to depths of 30 to 45 feet.

The substructure for the main river span and the adjacent approach spans consists of eight caisson piers, each comprising two separate cylindrical concrete piers sunk to depths of 90 to 105 feet below Gulf level. Concrete piers for the main river span are 32 feet in diameter. Sinking these piers involved operations by "sandhogs" working brief periods under 45 pounds of pressure of compressed air.

Substructures for the other spans consist of pedestals of reinforced concrete with timber foundation piles carried down to hard material.

Because of its lofty height, the bridge had to be strengthened against unusual wind loads, and the design adopted will

withstand wind velocities of 130 miles an hour.

Beacons atop the bridge will safeguard pilots of low-flying airplanes against the danger of collision with the steel superstructure.

Ash-Howard-Needles and Tammen of Kansas City and New York were consulting engineers, and G. G. Wickline, for 17 years a bridge engineer with the Texas Highway Department, administered and directed the project. The Union Bridge and Construction Company of Kansas City placed the foundations and the Taylor-Fichter Steel Construction Company of New York erected the superstructure.

Travelers entering Texas by the southeast corner will get an impressive introduction to the Lone Star State when they cross the new bridge. Stretching ahead along the horizon will be a panorama of oil derricks, smokestacks, steel towers and ships' masts that identify the area around Port Arthur as one of the greatest concentrations of oil refining and shipping in the nation, while herds of Texas range cattle in the prairies along the highway thrill the onlooker with a vista of the old West that still enchants the visitor to Texas.

Mineral Wells Plans Second Health Festival

Mineral Wells will stage its second annual Health Festival June 17-19, sponsored by the Mineral Wells Junior Chamber of Commerce. The Gainesville Community Circus will be featured in two performances on the opening day of the festival.

The festival will mark the fifty-fifth anniversary of mineral water and the founding of the city of Mineral Wells.

A square dance contest will also be one of the features on the June 17 program at the festival. The second day's program will include a golf tournament, a parade, a luncheon honoring the Queen of Health, an old time fiddlers' contest, a contest to name the healthiest farm boy and farm girl, a band contest, a review of the R. O. T. C. at Camp Dallas, the crowning of the Queen of Health, and an amateur show. The final day will include motor boat races and a bathing beauty revue.

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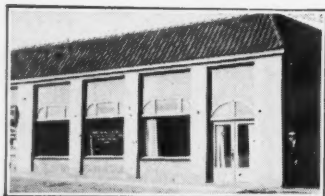
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2012 Marilla

Hedgecock Co. Pioneered in Rehabilitation Work

ONE of the pioneers in the scientific designing and manufacturing of prosthetic and orthopedic appliances has been D. E. Hedgecock of Dallas, owner and founder of the Hedgecock Artificial Limb and Brace Co., which recently moved to its new and larger quarters at 2827 Commerce Street.

In 1903, when Mr. Hedgecock was an employee of the Texas and Pacific Railway Company, he was in an accident in which his left leg was injured. It was necessary to amputate the leg just four inches below the hip.

Young and ambitious, Mr. Hedgecock was determined that the misfortune should not mar his life. He secured an artificial limb of a sort, but such appliances, at that time, were usually crude and unscientifically designed. With the aid of his artificial limb, Mr. Hedgecock continued with his railroad work, where he had been given a lifetime position. His own needs and his intense interest in fellow accident victims prompted him to make a thorough investigation of the possibilities of designing and manufacturing better artificial limbs. He was determined to be completely rehabilitated, and to make it possible to rehabilitate others who had suffered similar misfortune.

In 1910 he took a 90-day leave of ab-

sence from the railway. Before his leave was up he had realized the need for research and development in the field. He bought a small amount of equipment, leased a small location in Fort Worth, and founded the Hedgecock Artificial Limb and Brace Co.

Mr. Hedgecock's first head mechanic, who had formally worked for a Boston manufacturer, is still with the company. The only other person in the original business was Laura Price, a friend and next door neighbor who resigned her position as a teacher to become secretary in the new enterprise. She was later mar-



Hedgecock's New Home

ried to Mr. Hedgecock, and she is still active in the business as an efficient and invaluable partner.

From the inception of his business, Mr. Hedgecock has followed the policy of employing only mechanics who have lost one or more limbs. The company has made constant advancements in design, and constant improvements in machinery and mechanics.

By 1914, the original Fort Worth plant could no longer accommodate the growing business. The concern was moved to Dallas and located at 1410 Commerce Street. By 1921 additional expansion was necessary, and the Hedgecock Co. again moved, this time to Commerce at Field street. The recent move to 2827 Commerce street was again necessitated by the growing business. The new location also provides ample parking space, a real asset to the Hedgecock Company's customers.

Fall Market Season Opens

The Southwest's Fall Market Season in Dallas will open July 25, to continue through August 20.

Three fashion revues will be presented by the Southwestern Style Show Association on successive Tuesday nights, July 26, August 2, and August 9.

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and
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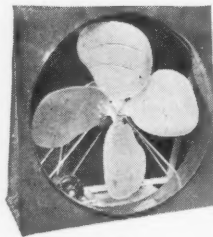
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You don't have to go to the mountains or seashore to keep cool. Install a SILENT-NIGHT ATTIC VENTILATION SYSTEM in your home. Only a very modest investment is required. Silent-Night Attic Fans will give you cool comfort during the hot summer months.

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BRADFORD HOSPITAL

(Continued from Page 12)

thus the warmth necessary to maintain life in the premature infant was provided. The baby lived and the nursing staff took hope.

That first summer was a busy one. There were two other premature babies. Parents heard of this courageous, humanitarian enterprise and brought their babies. Some needed only good care and food and could be discharged, normal and healthy, after a few weeks. Others came with heart-breaking diseases. There were forty-eight babies at the camp that summer, and the need for the institution was firmly established. During the winter, the City Federation of Women's Clubs began work on the project and provided additional equipment to be used when the camp was reopened in the summer of 1914. In 1915, the camp celebrated acquisition of more adequate housing, moving into a small cottage near Parkland Hospital.

The old nightmare of moving beds each time it rained, fighting off ants and other insects, and providing the necessary care and treatment under the most trying conditions was ended. But still there were more babies than there was room, and Miss Smith's heart was set on more nurses trained in the care of infants, and on an adequate, modern hospital building.

In 1921 a school of instruction in pediatric nursing was established in connection with the Baby Camp. The school, like the camp, filled a definite, growing need. It received the approval of the State Board of Examiners, and helped provide the little hospital with a more adequate nursing staff.

The Baby Camp moved again in 1922, into a larger frame building. About the same time it extended its services by organizing a clinic to provide care for outside patients.

A staff of prominent Dallas physicians contributed their services to the hospital. They recognized the value of the work being done there, and took heart from Miss Smith's indomitable hope that the Baby Camp could become the complete baby hospital that Dallas required.

Some of the financial stress was removed by the valiant little group of workers in 1923, when the Baby Camp became a member of the Dallas Community Chest. Great-hearted men and women were personally interested in the project now. The assured funds from the Community Chest enabled it to render a greater and ever-increasing service.

Among the Dallas men and women who were keenly interested in the development of the little hospital were the late Mr. Bradford and his wife, Mrs. Maidie Terry Bradford. Their daughter, Elizabeth also had a childish joy in visiting the

(Continued on Page 33)

BUSINESS LIFE INSURANCE

If fire should destroy your business would the continuing expense with no income cripple you? Use and occupancy insurance will pay the expense and continue the income.

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REPUBLIC INSURANCE COMPANY

FIRE

DALLAS, TEXAS

ALLIED LINES

Cool Comfort



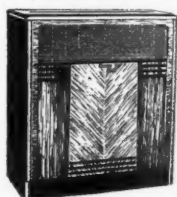
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when store
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is changed!

CARRIER AIR CONDITIONING

... in a package unit for your store, cafe or beauty shop, with same organization behind it that installed Dreyfuss, Volk, Titcher's, Third Floor of Neiman's and now installing Green's.

Several Already Operating
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JUST OUT! 1938 CARRIER Room Cooler



• New improvements in the 1938 Carrier Portable Air Conditioner are bringing "summer resort" comfort to homes and offices—and thousands of these Room Coolers are in use today throughout the world—keeping their owners cool, clean and comfortable, even in the midst of the tropics!

Ideal for home or office, the new Carrier Portable Air Conditioner is quickly installed, requires no building alterations—not even a single water pipe or drain. It plugs into any electric outlet exactly like a radio—and is just as simple to operate. Can be installed few hours after you order. Low in price!



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AN EXPENSE

beyond our control

—Do you know that the taxes of Lone Star Gas System were 68.7% more in 1937 than they were in 1929, and that these work out to around 72 cents a meter a month? So summer bills of a dollar or two hardly cover taxes.

—Now, taxes are an operating cost. We cannot scale them down and our rates are not up proportionately. We have to pay them whether we sell a little or lots of gas, and we sold only a little more gas in 1937 than we did in 1929 when taxes were much lower. Thus you see taxes are a very great factor in our operating expenses. Nearly 12 cents out of every dollar we receive are required to meet this one item of expense. Any wonder these rapidly mounting taxes have created a serious problem for us in maintaining a high quality gas service at present low rates?

Lone Star Gas System*

Air Conditioning Meets *Vital Human Need*

AIR conditioning may be defined as the mechanical treatment of air whereby it is cooled or heated, filtered and cleaned, moisture removed or added, and the circulation of air maintained to give comfortable conditions. Summer air conditioning includes all of the above, with the exception of heating and the addition of moisture.

Air is our most vital need. To maintain life we must have food, water and air. During each day the average man will require:

Three to four pounds of food, four to eight pounds of water, thirty pounds of air, about four hundred and sixty cubic feet.

Sixty per cent of the human energy is obtained from the air we breathe.

Man can go for days or even months without food, or many hours without water, but deprived of air for only a few minutes death will become a certainty.

By **MARVIN L. BROWN**
Dallas Air Conditioning Co., Inc.

Air, this vitally important item of our daily existence, is colorless and odorless. Around us at all times, and due to its being so readily available, we are inclined to give it no serious consideration. Since we cannot see the cleanliness and quality of the air we must breathe, it is necessary to take proper means of conditioning the air which is so important to our body's health. Modern education and research have taught us the importance of selecting and preparing the food which we eat. Now, we are also learning to prepare the air which we breathe.

Man's body automatically controls its temperature. To maintain life and give us energy, our bodies act as a human heat machine. The fuel and air which are fed to a furnace, produce heat. The food and air which are fed to the human body, like-

wise produce heat within the body. In each case the oxygen in the air serves to oxidize or burn the fuel or food, thereby producing heat.

During the summer months, the body obtains heat from the burning of food and also absorbs heat from surrounding objects and the sun. Both types of heat must be removed from the body to maintain comfortable conditions.

The body automatically attempts to control temperature by the following methods:

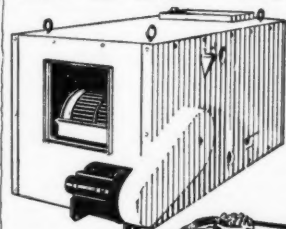
1. Increased blood at the skin surfaces.
2. Decreased food burning.
3. Evaporation of moisture from the skin.
4. Increased breathing rate which increases evaporation from the lungs.

The normal body temperature during periods of good health is 98.6 degrees fahrenheit. Fortunately, nature has provided the body with an automatic temperature regulator—our nervous system—

AIR-RITE CORPORATION

3123 Holmes — Phone 4-7131

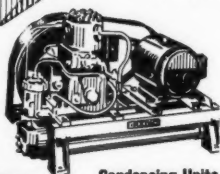
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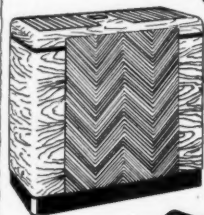
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A complete line of
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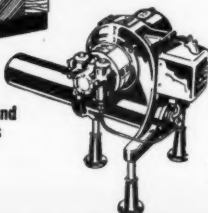


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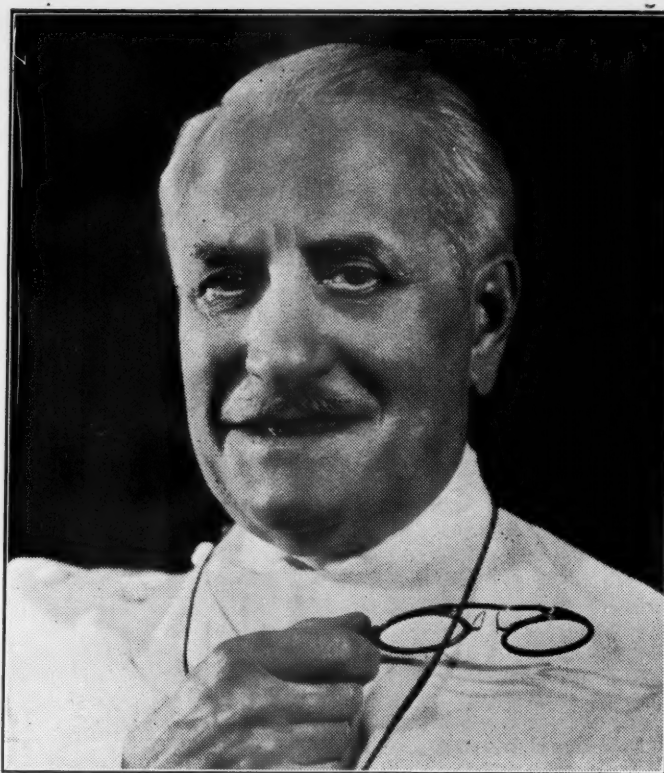
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Does Physical Comfort Affect Personal Efficiency?

Specialists say:

"YES"!



*--and a Good Way to
Ward off Summer
"Let Downs" is with*

Air Conditioning

DON'T think that every employee who begins to droop and wilt in the torrid afternoon hours was out late last night. Many a man or woman who looked quite efficient when they started work in the morning finds it pretty tough going after a few sultry hours on the job. Breathless heat and damp, still air reduce the efficiency of any worker, no matter how competent.

Air conditioning makes a tremendous improvement in the personal efficiency of all employees, for air that is cooled, dehumidified and circulated correctly keeps up physical energy and mental alertness. For healthful comfort and better work — **INSTALL AIR CONDITIONING NOW.**

Storage Type Air Conditioning

— in the Medical Arts Building serves a floor area of 155,000 square feet, including 450 office suites and all ground floor stores. Managers of large buildings who contemplate air conditioning will do well to investigate the operating economies effected here by storage type installation.

An experienced air conditioning engineer from your electric service company will gladly consult with you regarding your air conditioning needs—without cost or obligation.

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DALLAS POWER & LIGHT CO.

It Costs so Little to **KEEP COOL ELECTRICALLY**



which attempts to maintain our proper body temperature.

In order for our bodies to feel comfortable and maintain the temperature of 98.6 degrees fahrenheit, it is necessary for the air surrounding the human body to be below body temperature. Heat flows from a higher to a lower temperature level, and thus the air must be several degrees below blood temperature in order to remove excess body heat and maintain comfort.

As the surrounding air approaches blood temperature, the nervous system automatically indicates that the conditions are not comfortable and that the blood temperature is increasing. To offset this rise in body temperature, the nervous system opens the surface capillaries in the skin and more blood flows to the surface of the body where it is partially cooled by exposure to the air. If this does not have sufficient cooling effect, the sweat glands open and deposit moisture on the outside of the skin surface, perspiration starts and the heat necessary to evaporate this moisture is absorbed from the excess heat in the body, thus maintaining the normal blood temperature.

Body temperature is regulated by heat lost through:

1. Radiation—losses from body to surrounding walls or objects.
2. Convection—losses from body to surrounding air.
3. Evaporation of perspiration.

After a summer plunge at the beach, one often feels chilly until the sea breezes have evaporated the water remaining on the skin surface. Actually, the air may be warm, but the movement of the air causes the rapid evaporation of the water on the body surface. This evaporation cools the blood rapidly, which gives one the sense of being chilled. The evaporation of perspiration is possibly the most important type of summer temperature regulation by the body. Several effects of overheating are:

1. Increased blood flow to the skin surfaces.
2. Increased rate of heart beats.
3. Increased respiration or breathing.
4. Increased perspiration with possible attack of cramps.
5. Increased body temperature.
6. General lassitude, or laziness, decreased mental alertness, and lack of appetite.

The flow of blood to the skin's surface in an attempt to cool the body, robs the supply of blood to the brain, decreases mental ability, causes a shortage of blood circulation to the vital organs, affects the secretion of gastric juices in the stomach with resulting delay in digestion. Then too, it causes diminished secretion in the intestinal tract and loss of antifermentative action, which permits the growth of bacteria in these portions. The prevalence of summer ailments due to intestinal dis-



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ACTION



Goods in the process of manufacture ... wholesale orders being filled ... retail shelves that need to be replenished ... all spell action in business and often the need for additional funds. If your business is moving forward, and if you feel the need of a temporary loan, why not consult the First National? You will find that this bank is glad to make loans where the borrower can show an acceptable evidence of his ability to repay and can meet the general requirements of sound, trustworthy banking. The First National likes to play its part in keeping the wheels of business in action.



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orders is no doubt largely due to this diminished blood circulation through the inner parts of the body.

Overheating in the summer causes the victim to suffer general enervation, headaches, loss of appetite, distress from indigestion, and similar effects which eventually lead or contribute to premature old age.

The amount of heat given off by a person varies with the degree of activity and with the conditions by which he is surrounded. The fact that this total heat load of sensible heat from the body and latent heat from evaporation of perspiration must be removed for comfort, makes air conditioning necessary.

Man breathes about 17 times every minute, during which time he inhales air containing about 21 per cent of oxygen and .04 per cent carbon dioxide, the remainder being mostly nitrogen together with bacteria, pollen, dust, dirt and other air impurities. The air exhaled from the lungs contains about 15 per cent of oxygen and about 4 per cent of carbon dioxide. Until recent years it was considered that the increased concentration of carbon dioxide within a room was the cause of discomfort, general fatigue, and dullness which are frequently experienced by people in tightly closed rooms which contain "stagnant" air. Experiments have proved no harmful effects are caused by the car-

bon dioxide in the air, provided the temperature and humidity of the air are not allowed to increase above a certain point. A slight air motion in the room is also effective in increasing the comfort of the occupant.

Temperature, humidity and air motion are fundamentals in air conditioning which must be balanced to the requirements of human comfort.

The introduction of fresh air will displace other room air which has accumulated objectionable odors, smoke, and vapors that cause a stagnant smell in the conditioned area.

The dirt and dust that are drawn in with the air we breathe, accumulate in the lungs to form coatings which decrease the lung capacity and are points of disease infection.

The dust and other particles in the air are bearers of bacteria which cause colds and many nasal, sinus, tonsil, lung and other ailments. The filtering of air in a conditioning system is one highly important contributing factor in safeguarding health.

During the warm summer months it is necessary to cool and dehumidify the air in order that the human body can give off the heat generated and still be comfortable.

The proper design of air conditioning equipment takes into consideration the

three methods of heat removal from the body: first, radiation; second, convection; third, evaporation. Satisfactory air conditioning carefully balances the combination of these three cooling effects to avoid any sensation of body shock caused by exposure to indoor and outdoor conditions. Proper air conditioning should provide human comfort without any temperature shock to the body.

In the summer when air comes in contact with a cold glass of water, moisture deposits on the outside of the glass because the air immediately surrounding the glass is chilled below its dew point. This thoroughly illustrates the methods used in dehumidifying or removing moisture from the air during the summer conditioning process.

The amount of cooling effect and amount of moisture which an air conditioning system will remove from the air depends upon the design of the system.

This design must provide a definite evaporative temperature of the refrigerant, proper depth of the evaporator cooling coil, a rate of air flow across the cooling surface which produce a certain cooling effect, and the design of finned surface to obtain the necessary heat transfer rate.

Air conditioning for comfort cooling is a combination of the proper air temperature and moisture content to produce a

(Continued on Page 29)

G. & J. Manufacturing Co.

AIR CONDITIONING DIVISION

Air Conditioning • Cooling Systems

Room Coolers and Units

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Dallas

BUSINESS ASPECTS of Air Conditioning

By JAMES P. BARNES
The Murray Company

THE business aspect of air conditioning as applied to a particular installation should include a study of the entire cost of owning a system and as accurate an appraisal as possible of the effect of personal comfort on the business in question. This latter has several phases.

First, the disposition of the customer or client to shop longer and more fully is demonstrably advanced by this personal comfort. For example, the tourist or the casual driver along the street will leave his car and patronize a soda fountain in preference to parking in a "hot spot" for curb service. Experience of pioneer business men has demonstrated, too, that the average purchase is larger in air conditioned sales rooms than in those which are uncomfortable. This applies, too, to all classes of merchandise from the humble soda to milady's gown. The element of saving in merchandise spoilage and soilage is important, too. Clean, fresh, comfortable air benefits customer and goods alike.

Secondly, the effect of personal comfort on sales people is of prime commercial importance. Air conditioned merchants tell us that they do not experience the "four o'clock let down" of clerks who have worked the day under uncomfortable conditions. The improved efficiency of clerical and sedentary employees is equally pronounced, to say nothing of the reduction in lost time from colds and similar infections.

The mechanical elements of a system that is to produce so desirable a result must be of the most rugged type and of balanced design. To be assured of securing such a system the business man should bear in mind several factors:

Only high quality equipment will give the full benefits of long life, low operating cost and low maintenance cost. Broad fundamental research lies back of all high quality equipment. For example, the comprehensive research of such an institution as the General Electric Company research laboratory, familiar to the world as "The House of Magic" is continually developing new principles, new methods and new materials. Correct engineering application follows and the result is a continuously up-to-date line of equipment built as well

as brains and money can build.

Only with correct application engineering can one obtain the results paid for. Shun the high pressure salesman who goes by rule of thumb and produces a "guesstimate" of your requirements. Correct design must provide adequate capacity, adequate moisture removal, proper air circulation and distribution, adequate ventilation, correct control, low operating cost, conservation of space, quiet operation, good appearance, good sheet metal work, adequate electric wiring. Omit one of these and the design is less than first class.

High quality installation work must accompany high quality products to insure long life, reliability, low maintenance cost. The installation must be as well made as is the equipment to assure that quality which can truly be called permanent. Piping, insulation and wiring are integral parts of an air conditioning installation and if neglected or cheapened will prove a weak link in a chain which might otherwise be amply strong.

A background of experience in the fundamentals and technique of designing, making and erecting machinery is of utmost importance. Demand such fundamentals as heat transfer in electrical and air conditioning apparatus, design and selection of complete automatic control systems, selection of motors with proper characteristics, design of foundations and supports for equipment, reduction and elimination of noise and vibration, design of fluid-tight joints and seals, protection against corrosion, proper lubrication of bearing surfaces, proper selection of materials of manufacture, skillful technique in manufacturing processes, insistence upon proper application engineering, design for maximum economy of operation including amortization charges. All these enter into the one hundred per cent job of mechanical equipment installation and all are required for a really first class air conditioning layout.

Permanence in established business should be demanded of the vendor of air conditioning equipment. Only too plainly is the purchaser out of luck if his contractor is out of business when the equipment requires attention.

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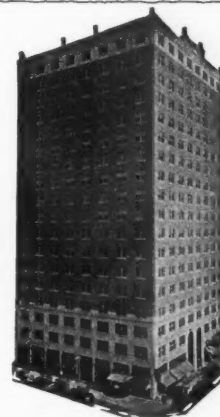
Intermediate policies, with insured amounts of less than \$1,000 on Individual and Family Group Forms, are the by-products you are now throwing away. Let these by-products produce a net profit for you!

O. R. McATEE, Director of Agencies

REPUBLIC NATIONAL LIFE INSURANCE CO.

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Home Office: DALLAS, TEXAS



Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

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DALLAS

THERE IS ONE AGENCY whose sole purpose is building Dallas — making it a finer city—bringing more people and more payrolls to make it a more prosper-

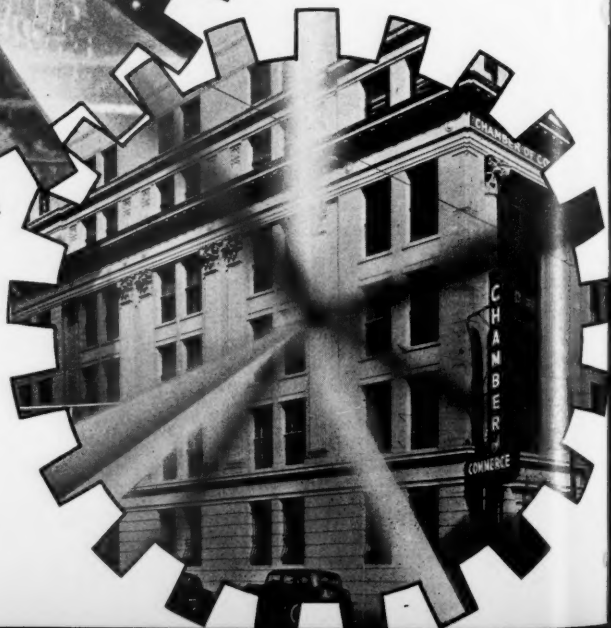
ous city—keeping constantly alert to protect its interests ... That agency is the Dallas Chamber of Commerce, on whose work Dallas has been drawing cumulative dividends for 45 years.

What does the Chamber of Commerce do for me?

It's a common question ... It's easily answered.

Dallas has already come a long way ... an increase in population of more than 250,000 in thirty years....

Dallas' future lies bright ahead ... to make the future pay dividends, the Chamber of Commerce must be adequately financed to do the right kind of job for Dallas.



IN EVERY GREAT CITY YOU WILL FIND A STRONG CHAMBER OF COMMERCE

The work of the Chamber of Commerce affects every phase of Dallas' civic and commercial life. It benefits the capitalist and the day laborer alike. It brings to Dallas new businesses, new factories—more people and bigger payrolls. And it works constantly to benefit Dallas' existing businesses by developing Dallas as the financial center of the Southwest, the biggest retail market, the greatest manufacturing and distributing center, the most important communications and transportation center, the leading insurance center of the Southwest, as key city of the oil industry, and as medical, educational, cultural and amusements center of this great area . . . Tomorrow's Dallas is being built today.

Big cities are big because they had big ideas—and had the courage and the ability to translate those ideas into realities.

The Chamber of Commerce sees Tomorrow's Dallas as a city of 500,000 people . . . 42 per cent more population, 42 per cent bigger payrolls, 42 per cent more buying power, and 42 per cent more business.

Big opportunities are on Dallas' horizon. If taken advantage of, they will assure a tomorrow's Dallas of 500,000 people. These opportunities are greatest in three fields:

1. *Industrial development.* More people and more payrolls. The Chamber proposes to expand and intensify its work in this

field to take advantage of the decentralization movement in manufacturing and distribution.

2. *Conventions.* Dallas is already one of America's ranking convention centers. The Chamber has big conventions in prospect—each worth \$50,000 to \$200,000 to Dallas. With adequate funds, the Chamber of Commerce can secure these and other conventions, pouring "fresh money" into every channel of Dallas trade.

3. *Tourists.* Dallas occupies a strategic, cross-roads position in tourist travel. New tourist attractions—the big lakes being created on Texas streams, the proposed Big Bend International Park, and others—will increase this advantage. To get the tourist business, money is needed for publicity, for literature, and for promotional work on highway facilities.

The Chamber of Commerce is waging an intensive campaign to secure hundreds of new members from the list of 3,500 firms and individuals which are not members of the Chamber but which should be. All of the money from new memberships will be used directly in this work for more people, more payrolls, more conventions and more tourists . . . the fundamentals in building a tomorrow's Dallas of 500,000 people.

Believers in Dallas

SOUTHWESTERN
LIFE INSURANCE COMPANY
SOUTHLAND
LIFE INSURANCE COMPANY
FIDELITY UNION
LIFE INSURANCE COMPANY
EMPLOYERS CASUALTY
COMPANY
BAYLOR UNIVERSITY AND
HOSPITAL
BUTLER BROTHERS
DALLAS RAILWAY & TERMINAL
COMPANY
UNITED FIDELITY
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THE TEXACONE COMPANY
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State's Outstanding Highway Builder
Asks Promotion



Past Faithfulness Guarantee of Future

JOHN WOOD, senior member of the State Highway Commission, holds the record of being the greatest road builder Texas has ever known. During the five years of his administration more than \$200,000,000 have been expended under his direction in the construction of highways, without the breath of scandal or serious criticism from any quarter.

from
**HIGHWAY
COMMISSION**
to
**RAILROAD
COMMISSION**



JOHN WOOD has been a working member of the Highway Commission, proving faithful to the people's trust. Not only is he the first member of the Highway Commission to ever give full time to the job, but has never been absent during his administration at a public hearing or a letting of contracts.

JOHN WOOD is now a candidate for Railroad Commissioner, seeking his first elective office. When elected he will bring to the Railroad Commission the same devotion to the interest of all the people that has characterized his service on the Highway Board. He can and will work in harmony with all his colleagues on the Railroad Commission as he has done on the Highway Commission.

STATE HEADQUARTERS - 1020 BAKER HOTEL - DALLAS

Political Advertisement paid for by J. Hardy Neel, State Campaign Manager

VITAL HUMAN NEEDS

(Continued from Page 24)

cooling effect. The most effective combination varies with the outside conditions, so that air conditioning is not accomplished merely by the reduction of temperature to a constant point, say 70 degrees fahrenheit, as many people believe. For example, if air temperature is 85 degrees outside, with high relative humidity, and our conditioner cooled that air to 80 degrees and removed sufficient moisture to give a moderate humidity, the air would have capacity to evaporate more perspiration from our body which gives a cooling effect and we would be comfortable.

If, on the following day, the outside temperature went up to 100 degrees and we still maintained 80 degrees in our room, the large temperature difference experienced upon entering the room from the outside, might produce a shock and upset the nervous system.

Research has established the relationship of inside conditions to outside conditions for maximum comfort to the average person. There is a range of temperature and humidity conditions which will produce the greatest summer or winter comfort and these relationships are known as comfort zones. The exact conditions will vary according to the individual person, activity in the room, air circulation, time spent in the room, and local climatic conditions to which the person is accustomed.

E. F. Anderson Resigns C. of C. Position

E. F. Anderson, for seven years manager of the wholesale division of the Dallas Chamber of Commerce, has resigned, effective July 1, to take an executive sales and public relations position with the United Fidelity Life Insurance Co.

Mr. Anderson has served as manager of the Dallas Wholesale Merchants Association until its recent merger with the manufacturers division of the Chamber under the name of the Dallas Manufacturers and Wholesalers Association. Since the merger he has been manager of the combined group. He has also served as secretary-treasurer and manager of the Dallas market's affiliate, the Southwestern Style Show Association. Prior to his connection with the Chamber, he was manager of the Dallas Wholesale Credit Men's Association.

His work at the Chamber has included the executive duties in connection with the annual Dallas Business Tours and other activities of the market. He was one of the founders of the Dallas Sales Managers Club and has served continuously as its secretary. He is immediate ex-secretary of the National Federation of Sales Executives, for which he is now regional vice president for the eleventh federal reserve district.

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(Political Advertisement)

Executive Says Dallas Is Air Conditioning Center

H. E. CHAMBERS, JR.,
District Manager, A. M. Lockett and Company, Ltd.

THERE is no doubt that Dallas is rapidly finding its "place in the sun" as the air conditioning center of the Southwest. Taking advantage of its strategic location and favorable climatic conditions, an outstanding group of engineers specializing in air conditioning are now making Dallas headquarters for their far reaching activities. Also, always an operating point for many contracting concerns, a number of Dallas contractors have developed experience, technique and ability in handling the highly specialized type of construction required in air conditioning projects. The result is that the comfort-seeking population of the Southwest is, to a very large degree, looking to Dallas for its air conditioning engineering and its air conditioning construction.

Because of these developments, Dallas has also become the center of distribution for the many items of equipment and materials required for air conditioning systems.

A. M. Lockett and Company, Ltd., is one of several of these concerns handling this specialized air conditioning equipment. This thirty-eight year old organization has had its North Texas headquarters in Dallas since 1924, during which period it has supplied equipment to practically every type of industry, including municipal waterworks, industrial power plants, public utilities, buildings, petroleum and gas, textile, cotton seed products, paper, etc. It is the Southwestern representative of the B. F. Sturtevant Company, Worthington Pump and Machinery Corporation, and its refrigerating equipment subsidiary the Carbondale Machine Corporation, the Babcock and Wilcox Company and the Griscom-Russell Company.

A. M. Lockett and Company, Ltd., does not solicit either air conditioning contracts or air conditioning engineering, but, in general, limits its activities to the supplying of material such as refrigerating equipment, fans, air conditioning units, circulating pumps, etc., to air conditioning contractors, and to assisting engineers with its available specialized knowledge of the mechanical equipment required for their specifications and system designs. The company will undertake the installation only of its own equipment, as a sub-contractor, when requested. Its representatives are, in every case, trained engineers and it is, therefore, in position to render effective service to the air conditioning industry. The substantial and continued increases in volume of business in air conditioning

and accessory equipment, is proof not only of soundness of this policy and the opportunity for coöperation with both engineers and contractors, but also indicates the very large proportions which this industry is attaining and its importance to Dallas.

Republic National Life Acquires Nebraska Firms

The Republic National Life Insurance Company of Dallas took over the assets and insurance in force of two Nebraska companies, effective May 31, adding \$5,500,000 of insurance in force and \$1,750,000 of assets to those of the Republic National.

Under separate reinsurance agreements, the Republic National took over the assets and insurance in force of the American Annuity Assurance Company of Omaha and of the National Thrift Assurance Company of Omaha.

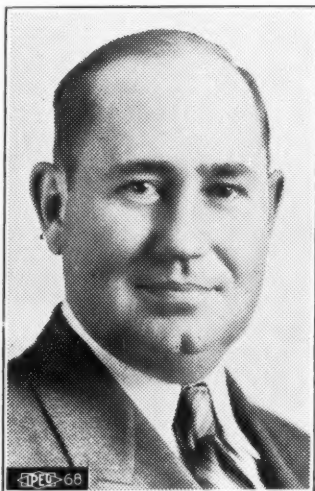
These transactions, together with the assets and business of the Western Union Life Insurance Company of Lincoln, Nebraska, taken over by the Republic National May 17, bring the total admitted assets of the Dallas company to \$3,400,000 and the insurance in force to \$22,000,000. The combined capital and surplus of the Republic National now exceeds \$250,000.

In an address made at the company's annual convention held last year, President Theodore P. Beasley committed the company and its management to a program that would bring the total business in force to \$50,000,000 within two years. The reinsurance contracts just completed, together with the business written by the company's agency, puts the Republic National well on the road to attainment of that goal by approximately doubling the business in force during the past year. Mr. Beasley said.

H. O. Hutson, former president of the American Annuity Assurance Company and the National Thrift, becomes a vice-president of the Republic National, and will have general supervision over the company's investments and affairs in Nebraska.

The Republic National Life, which is now licensed to do business in the states of Texas, Oklahoma, Arkansas and Nebraska, anticipates the purchase of additional companies and business as a means of expanding into other states, Mr. Beasley said.

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Elected for first term 1936 by overwhelming majority.

During first year in office collected approximately \$3,000,000.00 more than had been received in any previous year in the history of the Land Office.

Inaugurated a leasing and development campaign of the Coastal and Submerged areas that produced over \$2,000,000.00 in bonuses for the school fund and as development progresses millions will accrue to the schools from royalties.

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(Political Advertisement paid for by R. L. Dillard and others)

Chamber Officials to Study *Industrial Decentralization*

INDUSTRIAL decentralization and its far-reaching effects on the South and Southwest will be the principal theme of the sixth annual Southwestern Chamber of Commerce School to be held in Dallas at the Baker Hotel, July 18-22.

C. J. Crampton, acting postmaster at Dallas, has been chosen dean of the

school. Mr. Crampton has completed the schedule of subjects and discussion leaders for the short course after inquiries directed to the commercial organization executives who have attended past sessions of the school.

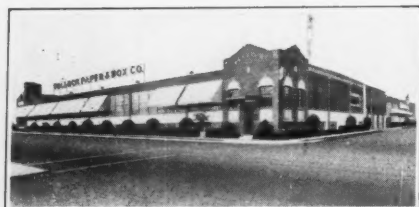
One of the features of the school will be a comprehensive display of the litera-

ture and other media by which Southwestern chambers of commerce are seeking to attract decentralizing industry.

Roger Miller, Southwestern division manager of the Chamber of Commerce of the U. S., will conduct a "Chamber of Commerce Clinic" the first three days of the school.

W. N. Blanton, manager of the Houston Chamber, will conduct a course on "Financing the Chamber of Commerce" Thursday and Friday.

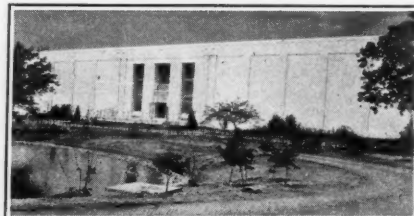
Victor Schoeffelmayer, agricultural editor of the Dallas Morning News, and an outstanding authority on chemurgic trends, will hold classes in "Utilization of Texas Raw Products" Monday and Tuesday mornings. C. M. Evans, regional director of the Farm Security Administration, will outline the objectives of that branch of the Federal government at the Wednesday morning session; C. A. Jay of Dallas will speak on "Tax Trends as They Affect Industrial Development" at the



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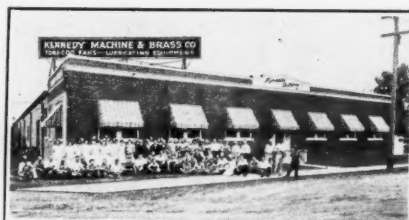
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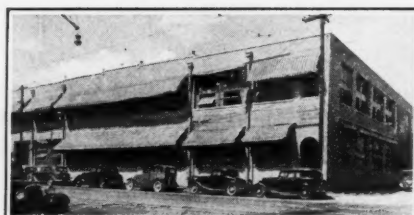
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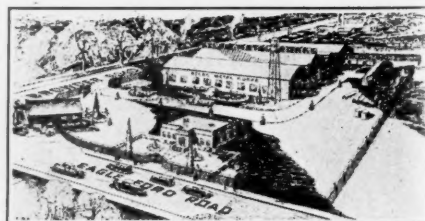
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Thursday morning session; and John W. Carpenter, president of the Texas Power and Light Co., will discuss "Industrial Decentralization—Making the Most of our Opportunity," at the Friday session.

Joe Thompson, Conoco Travel Bureau director, will have a course on "Tourism" Monday and Tuesday. Dr. C. E. Bowles, professor of coöperative marketing at Texas A. & M. College, will be on the Wednesday program for "Coöperative Marketing"; and Mr. Crampton will discuss "Federal and State Legislation and the Chamber of Commerce" at the Thursday session.

Otis Fowler, manager of the Denton Chamber and new president of the Texas Chamber of Commerce Managers' Association, will lead a discussion Friday on "Subsidies for New Industries."

Other subjects, speakers and places on the schedule follow:

"Rackets," Captain W. M. B. Long, U. S. Post Office inspector, Monday afternoon.

"Interorganization Relations," Paul Vickers, manager of the McAllen Chamber, Tuesday afternoon.

"A Chamber of Commerce Safety Program," C. J. Rutland, chairman of the state-wide traffic safety commission, Wednesday afternoon.

"Publicity," Roy Christian, public relations director of the Oklahoma City Chamber, Thursday and Friday afternoons.

"Chamber of Commerce Organization," Walter Long, manager of the Austin Chamber, Monday and Tuesday afternoons.

"Diet," Dr. Tate Miller of Dallas, Thursday afternoon.

BRADFORD HOSPITAL

(Continued from Page 19)

camp, in feeling that she too could help make it succeed.

In 1929, Mr. Bradford built the present hospital at Maple Avenue and Turtle Creek Boulevard, across the street from beautiful Reverchon Park.

The hospital is scientifically designed and equipped to care for sixty children simultaneously, in addition to incubator facilities for five premature children. It is a member of the Texas State Hospital Association, approved by the American College of Surgeons, the Dallas Pediatric Society, and the American College of Hospital Administration.

It was named Bradford Memorial Hospital, in memory of the late Mrs. Bradford and the late Elizabeth Bradford May.

It is maintained as a unit of the Dallas Community Chest, rendering a unique and indispensable service to the babies of Dallas. It makes no discrimination against creed, race or color, but serves all alike.

The record of Bradford Hospital is written in its work—the care and treatment of more than 60,000 children, of whom more than 12,000 have been bed cases. It is an institution which has been taken to the heart of Dallas, and will always remain there.

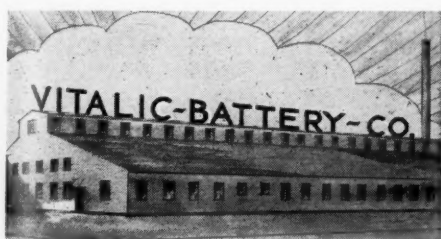
Miss Lucile Burlew is now superintendent of Bradford Memorial Hospital, succeeding Miss Smith whose long and fruitful career as head of the institution was recently ended by death.



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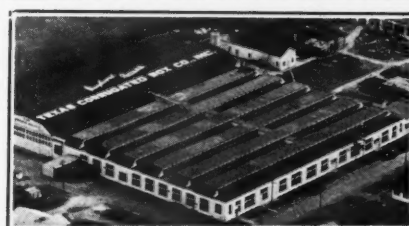
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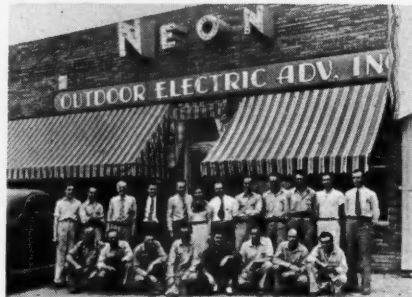


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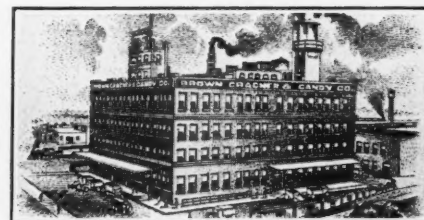
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Bad Tires Have Spoiled Many a Vacation Trip!

Last year highway accidents cost the lives of more than 40,000 men, women and children and nearly a million and a quarter were injured. More than 52,000 of these deaths and injuries were caused by punctures, blowouts and skidding. Enjoy your vacation trip... drive safely... equip your car with FIRESTONE TIRES!

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ONE of the hundreds of reasons **WHY** a road man should continue as your commissioner.



The new Corinth Street Underpass built under the supervision of Ed Vandervort.

Your continued support will be appreciated.

Ed Vandervort

County Commissioner District 3

(Political Advertisement)

Texas' Busiest Playground

(Continued from Page 8)

piers and guard rails, with a graveled enclosure and a flight of steps leading up to it, has also been built on Doran's Point, and the hill has been completely landscaped.

Two concession houses have been constructed by the Park Service, one at Do-

city's mains at various points around the lake. The Park Service program at White Rock has included construction of 100 table and bench combinations for picnics, a lily pond in the Dixon's Branch area, 78 camp stoves and fireplaces, and sodding and landscaping of extensive areas in the park.

Because of its proximity to the city and its varied recreational facilities, White Rock is not only one of the most popular city parks in the Southwest, but is also become an asset to Dallas in attracting visitors from other states and other sections of Texas. If there were any doubt of White Rock's great value to Dallas, it could be set at rest by the National Park Service's report that the combined attendance during the 138-day period of 1937 at fifteen Texas State Parks was 480,214 —against the season's attendance total of 771,040 at White Rock Lake. In other words, White Rock attracted 290,826 more visitors in that period than did 15 state parks.



The thrill of surfboard rides is another White Rock attraction. The 1,200-acre lake, devoted entirely to recreational purposes, provides an excellent arena for all types of aquatic sports.

ran's Point and the other at Sunset Point. Both of these concession houses serve the public for picnicking, fishing and recreational purposes.

A water supply is maintained from the

New Beverage Firm

The Double Cola Bottling Company, which originated in Tennessee two years ago, is remodeling the building at 4309 Live Oak Street. The firm is headed by E. Colley Sullivan, vice president and general manager. R. W. Beil is secretary and treasurer. This new industry for Dallas is capitalized at \$50,000. Mr. Sullivan said the company will install \$80,000 worth of the most modern equipment obtainable in the bottling industry.



A choppy lake adds to the surfboard rider's thrill.

Dallas Business

(Continued from Page 15)

New York. Gus Zeitman, district manager.

Progress Roofing Company, 817 Practorian Building. Roofing materials.

Sanderson & Company, 206 Thomas Building. Manufacturers' agents.

Service Sales Company, 110 South Poydras Street. Dry goods.

Southern Specialty Sales Company, Inc., 2543 Emmett Street. Lawn mowers.

Southwest Aircraft Sales, Inc., Hangar No. 9, Love Field. Airplane distributors.

Steel Building Products Company, 2123 McKinney Avenue. Steel.

Tex-Air Company, Inc., 1645 Pacific Avenue. Air conditioning equipment.

Texas Victor Company, 1914 Main Street. Motion picture supplies.

Twenty-Down Air Conditioning Systems, 401 Gulf States Building. Air conditioning equipment.

Zublin & Company of Texas, 1705 Orange Street. Oil field equipment. Affiliated with Universal Engineering Company, Ltd., of Los Angeles, California. F. J. Mavity, manager, Dallas branch. Houston office consolidated with Dallas branch to form regional office to serve oil industry of the Southwest.

Petroleum

Buffalo Oil Company, 808 Gulf States Building. Moved here from Tulsa, Oklahoma. H. P. Taubman, president; F. M. Jacobson, treasurer and general manager. Operates in Texas, Oklahoma and Kansas.

Dayside Oil & Gas Company, First National Bank Building. New oil producing company organized by H. S. Moss, Walter Ziegler and Bush Wofford.

Delmarva Oil Corporation of Texas, Gulf States Building. Consolidation of former offices in Fort Worth and San Antonio to form main operating offices in Dallas. Harry A. Roach, president; L. H. Wright, vice president and secretary.

Ellis Petroleum Company, 915 Kirby Building. Oil producers.

Estelle Oil Corporation of Texas, Wilson Building. New company formed by M. Angrist, A. S. Friedberg and H. L. Skelly. Oil producers.

Edmund F. Estergren, 702 Gulf States Building. Consulting geologist. Moved from Fort Worth.

Goldsboro Oil Company, new company formed by J. H. Doss, R. J. McBean and E. B. Fowler.

Loraine Oil Company, Kirby Building. J. C. Casler, president; J. S. Brown, vice

**Two Guests
One Price**

**\$2.00
AND
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Single or
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All Outside Rooms
With Tub or Tub and
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For Texans . . .

The departments of this bank meet all the financial needs of the people and business firms of Texas.

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The New



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Now ready for leasing
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- Restricted to the highest type firms on a lease basis.
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- Modern, Fireproof and First Class in every respect.
- Ample parking facilities on all sides.
- Offices complete to tenants' specifications. Partitions, closets, bookshelves, painting and wiring arranged as desired.
- A single office or an entire floor available.

This building is owned and operated by the Guardian Life Insurance Company of Texas, which will occupy a portion of the building as its home office.

GUARDIAN LIFE INSURANCE

COMPANY OF TEXAS

THOMAS M. FRENCH, President
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20-Year Amortized Monthly or Quarterly Payment; also, Quarterly or Semi-annual 5- to 10-year term loans.

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No brokerage . . . Prompt Service

John Hancock Mutual Life Insurance Co.

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president; E. E. Embrey, secretary-treasurer. Oil producers.

Oil News Digest, Inc., 905 Insurance Building. Oil reports and appraisals. Prentiss More, publisher. Moved to Dallas from Tulsa, Oklahoma.

Sylva Oil Company. Pipe line operators. Organized by E. P. Licke, M. E. Purnell and G. J. Malherbe.

Miscellaneous

Capehart Company, Inc., 623 North Oak Cliff Boulevard. Real estate operators and builders.

Cozzen's Secretarial School, 410 Wilson Building. Business school.

Credit Acceptance Company, 414 Linz Building. Collection agency.

Dallas Ventilating Company, 306 North Akard Street. Ventilating contractors.

Franklin & Gilboe, 509 Great National Life Building. Decorators.

Paul Gay, 315 North Ervay Street. Advertising.

Haas Printing Company, 4126 Elm Street. Commercial printers.

D. C. Hall Motor Transportation Company, 600 Eagle Ford Road. Motor freight line.

Holt Realty Company, 1101½ Main Street. Real estate.

International Enterprises, Inc., 210 South Harwood Street. Advertising.

S. C. Kennedy Claim Service, 306 Great National Life Building. Adjusters.

Kleen-Air Service, 701 North St. Paul Street. Air filter service—cleaning and re-processing air filters for air conditioning equipment. J. V. McCormick, owner.

Knight's Refrigeration Service Company, 4115 Fairmount Street.

Powell-Sherman Agency, 515 Gulf States Building. Insurance.

R. & R. Exterminating Company, 1707½ Main Street. Exterminators.

Fred Royer Printing Company, 607 Main Street. Printers.

Southwest Motor Transport News, 1032 Liberty Bank Building. Publishers.

Metropolitan Business College 51 Years Old

The Metropolitan Business College of Dallas has specialized in training young men and women for business careers for fifty-one years. Since 1889, the school has been under the personal supervision and ownership of A. Ragland.

It is a member of the National Association of Accredited Commercial Schools, and maintains a placement bureau for its graduates. Mr. Ragland said the school emphasizes its personal training under experienced teachers.

"Dallas' position as a commercial and manufacturing center and as capital of the oil industry has been a great factor in Metropolitan's steady growth," he said.

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UP TO \$5,000

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RELISHES • POTATO CHIPS
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Social Aspects of Advertising

By MAJOR LENOX R. LOHR

ELIMINATE advertising and the world would quickly revert economically to the dark ages.

There is undoubted truth in Ralph Waldo Emerson's statement that if a man design a mouse-trap of outstanding merit the world will beat a path to his door, but it is equally true that the world will hear about the mouse-trap earlier and find the path more quickly if the device is backed up by a sound advertising campaign.

The definition of advertising is as broad as the services it performs. To the merchant, advertising is salesmanship—to the public it is news. It is both and still more. In a democracy such as ours, advertising has shown us the easy way to less drudgery, to a fuller life and to a higher standard of living. There was a time when travel, sports and well-designed clothing were thought of as belonging to the privileged. It has been due largely to advertising that the low-salaried man and woman have found that there are few doors closed to them—that travel is possible even on a limited income—that horseback riding and skiing are not alone recreations of the millionaire—that smart, attractive clothing is as available to the young business girl or factory worker as to the social butterfly.

Advertising, as we know it today, has been a material factor in breaking down social barriers, in widening our vision, and in giving self-confidence to the masses. Not only has advertising taught us easier ways of doing our jobs, faster methods of getting around and opened up new avenues to enjoyment, but also it has accomplished this with incredible speed.

No longer must years elapse between the introduction of a new product and its general acceptance by the public. The manufacturer tells us about four-wheel brakes or a new breakfast food as soon as they are perfected, and the story goes out over the radio, in the newspapers, and in the magazines, creating an immediate demand. Women in small towns throughout our land know the latest fashions in clothes as soon as the woman on Park Avenue or Hollywood Boulevard—through advertising. American advertising campaigns on products promoting personal cleanliness, sound teeth, better health, and attractive appearance, are found somewhat amusing by our European friends, but I defy you to find anywhere in the world a people with teeth so sound, or personal appearance so pleasing as here on our own soil.

An address delivered by Major Lohr, president of the National Broadcasting Co., at the third annual convention of Sales Executives in Dallas, May 19

In thus raising the standard of living, advertising has been a most significant influence in making the United States more truly a democracy and a land of greater equality than was envisioned even by its founders. Not only is the opportunity offered to rise above the circumstances of one's forebears, but more rapidly to acquire those things which contribute to a superior standard of living. While Benjamin Franklin, an outstanding example of advancement to power and position through his own efforts, was America's first outstanding exponent of advertising and Edgar Allen Poe was among the first to make extensive use of testimonial advertising, modern advertising did not begin until the nineteenth century had almost run its course.

Although newspaper advertising had been in common use for several decades, magazines as a class did not become an advertising medium until the founders of modern advertising became brokers for the sale of space. Gradually a more professional viewpoint crept into the business, with advertising agencies definitely applying themselves to the advancement of the best interests of their clients, rather than the exploitation of any particular medium. This school of thought made a further advancement when the leading agencies of the country dedicated their efforts to truth in advertising. The social significance of that movement was an awakening on the part of agencies and advertisers to the important fact that the consumer must be protected, that their success rested on dealing honestly with the public. Thus we have seen that advertising, in making possible mass consumption, made possible mass production, that standards of living were raised thereby, and that the consumer's best interests were being guarded through truthful advertising.

It is trite to tell a group of experienced sales managers that advertising is a potent force in stimulating the sale of goods. I do believe, however, that I am within the scope of my special field of activity to comment on the social aspects of adver-

tising. The National Broadcasting Company may be regarded basically as an advertising medium, but its service is far more comprehensive in view of its peculiar position as a purveyor of entertainment, education, and information to some 26,000,000 radio families covering the whole United States.

By the same token, the newspapers and the magazines are more than advertising media, as they also perform an important service to the public at large. The significant truth is that in the case of radio stations and networks, newspapers and magazines, advertising is the source of the income which makes possible the service to the public which these media render. I regard these two facts as of paramount importance; first that advertising performs a public service by calling attention to the worthy products of American industry—thus increasing sales, permitting quantity production and consequent lower prices, and second, that advertising provides the wherewithal for these media, to render an inestimable social service to the public, at a small cost or no direct cost to the individual.

Last year the two networks of the National Broadcasting Company broadcast a total of 20,000 hours of programs. Only 30 per cent of these hours were commercially sponsored. The remaining 70 per cent were sustaining programs paid for out of the revenue which we obtained from commercial sponsors. Among these sustaining programs are many which exert an immeasurable social effect upon their listeners. To mention but a few, there are America's Town Meeting, the Music Appreciation Hour with Walter Damrosch, the Metropolitan Opera, The NBC Symphony concerts under Toscanini, the University of Chicago Round Table, the Farm and Home Hour, and the National Radio Forum. We place our networks at the disposal of speakers of authority on public issues of the day, give regular periods for the religious programs of Jews, Catholics and Protestants, and give spot news as it occurs. It goes without saying that the editorial contents of the great national magazines and the news service and editorial features of our better newspapers—all have a tremendous social influence. Yet these great social forces are dependent upon advertising for the greater part of their income.

It is of paramount importance, in a democracy, that broadcasting must never be throttled. It has demonstrated, under

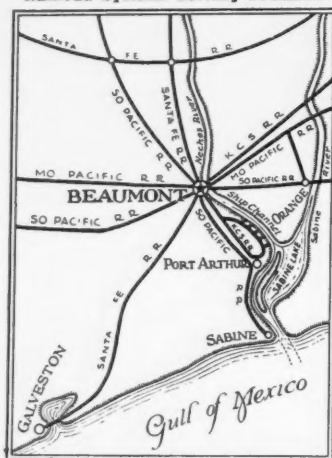
(Continued on Page 40)

W. T. SAVAGE Lawyer

Thirty-five Years in Dallas
Six Years Legislative Experience
LINZ BUILDING

BEAUMONT is served by the Missouri Pacific Railway, the Southern Pacific, the Kansas City Southern and the Santa Fe. Excellent train service from all points. Daily air mail and passenger services. Bus service in every direction. Regular freight and passenger services are maintained with Cuba, Haiti, Puerto Rico, San Domingo and other West Indies points as well as with the Canal Zone. Steamship freight services to all parts of the world. The connection of the Intracoastal Canal with the Mississippi gives connection for barge and motor boats over the national inland waterway system.

Railroad Systems Serving Beaumont



THE PORT COMMISSION

BEAUMONT, TEXAS
R. T. BEHANNON, *Southwestern Rep.*
915 COTTON EXCHANGE 2-7917
DALLAS, TEXAS
O. L. Caywood, *Port Direc.*, Beaumont, Tex.

GOOD CUTS - -

WILL INCREASE THE RESULTS FROM
YOUR CIRCULARS, FOLDERS, CATALOG, OR ADVERTISING MATTER.

WE WILL GLADLY GIVE YOU INFORMATION ON THE KIND OF PICTURES AND DRAWINGS BEST SUITED FOR MAKING THE TYPE OF CUTS YOU NEED.

ALSO ASSISTANCE IN PREPARING COPY—TELL US YOUR NEEDS.

AUSTIN ENGRAVING CO.
WACO, TEXAS

Tracy-Locke-Dawson Moves



Gathered in the reception room of the agency's new Dallas offices in the Guardian Life Building, are members of the firm of Tracy-Locke-Dawson, Inc., Dallas-New York advertising agency. The picture was made at the formal opening of the new offices. Not shown in the picture due to absence from the city were Howell H. Robins, secretary-treasurer of T-L-D; Monty Mann, well known as head of the space department; Ruth Cooper, in charge of dietetic research; James Sackrider, production department; Henry Ragsdale, artist, and Al Greer, accounting department.

Dallas-New York Ad Agency Observes Twenty-fifth Anniversary

TRACY-LOCKE-DAWSON, Dallas-New York advertising agency with headquarters in Dallas, has just celebrated its twenty-fifth year of operation in the Southwest by moving its Dallas office into new quarters in the Guardian Life Building, Pacific Avenue at Orange Street.

The progress and expansion of Tracy-Locke-Dawson are so wrapped up in the development of the industrial Southwest that its anniversary celebration was of particular significance to those interested in the past and future business progress of this area.

The Dallas Advertising League, in recognition of outstanding contribution to the profession, honored Raymond P. Locke, vice-president and one of the two founders of the agency, as the dean of Southwestern advertising men. About 150 persons attended the Ad League luncheon Tuesday, May 24, in the Palm Room of Hotel Adolphus. The speeches made at a similar luncheon of the Ad League in Houston were heard in Dallas by means of a special telephonic hook-up.

The firm of Tracy-Locke-Dawson, originally known as the Southwestern Advertising Company, was established at Oklahoma City in 1913 by Raymond P. Locke and Shelley Tracy. Joe M. Dawson joined the firm in 1917 as account manager and became a member of the firm in

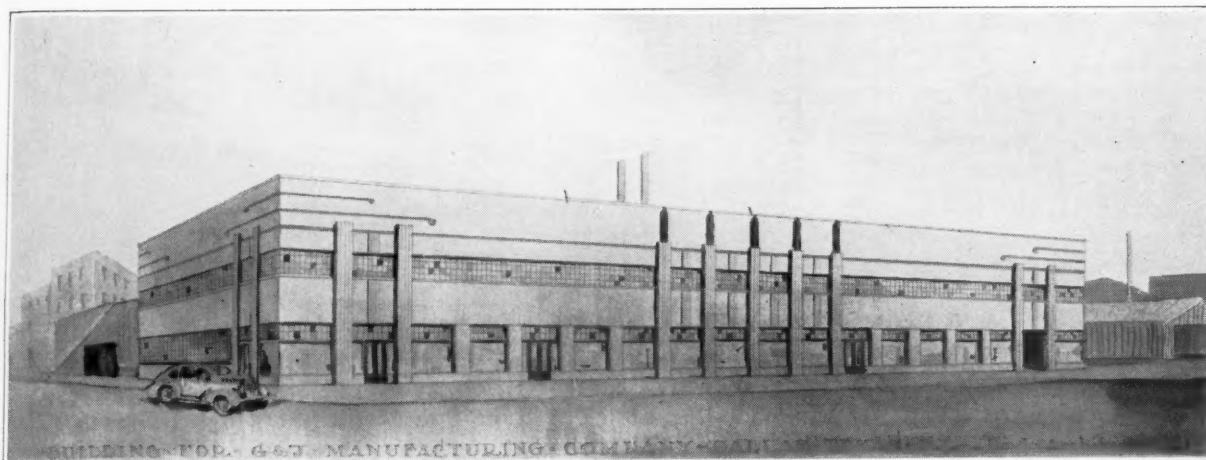
1920 when he was sent to Dallas to head the branch which had been opened here in 1917.

In 1923 the Oklahoma City office was consolidated with the Dallas office, and headquarters have been maintained here ever since. The agency opened a New York office at 22 East Fortieth Street in 1933, where Mr. Tracy and Mr. Dawson have been since that time.

It is a noteworthy fact that several of the agency's most important accounts have been served by it over long periods of time. Principal among these are Continental Oil Company (formerly Marland Refining Company) for 20 years; Southwestern unit of The Borden Company (formerly Mistletoe Creameries, Inc.) for 21 years; Dr. Pepper Company for 12 years; Trinity Portland Cement Company for 14 years; Imperial Sugar Company for 12 years; Weldon-Williams & Lick of Fort Smith for 12 years; and Mrs. Baird's Bread Company for 8 years.

Tracy-Locke-Dawson is a Texas corporation of which the present officers are Shelley Tracy, chairman of the board; Joe M. Dawson, president; Raymond P. Locke, vice president; V. M. Wallace, vice president; Howell H. Robins, secretary-treasurer, and George Mitten, assistant treasurer.

G. & J. Company *Builds Big Plant*



Under construction at 3914 Willow Street is the \$100,000 plant of the G. & J. Manufacturing Company, designed by Eugene Davis, which will turn out canning equipment and air conditioning supplies. J. A. Gage, general manager, said this will be one of the most complete and largest organizations for the fabrication, sale and installation of air conditioning equipment in the Southwest. The building is nearing completion and will be ready for occupancy in about 30 days. The shops and plant will be housed in the new structure, which will be equipped with the latest modern facilities and equipment.

The G. & J. Manufacturing Company will offer to the Dallas trade territory the line of the Curtis Refrigeration Corporation of St. Louis, which has a background of 83 years of successful merchandising and dealer cooperation, with a complete line of 86 units, from one-sixth horsepower to 30 tons capacity. Products of the Peerless Electric Company, Warren, Ohio, embracing exhaust fans, blower wheels, electric motors, and attic fans, will also be carried. In addition, furnace blowers, blast coils, and oil- and gas-fired floor and suspended types of winter air conditioners of such well known manufacturers as the Corozone Aid Conditioning Corporation, The National Fan and Blower Company, and all kinds of accessories such as registers, grilles, sheaves, pulleys, spray nozzles and controls, will be handled by the G. & J. Company, Mr. Gage said.

Realtors to Meet

The Texas Association of Real Estate Boards is actively cooperating with the Dallas Real Estate Board in making plans for the regional convention of realtors to be held in Dallas next January. At the same time, the board of directors of the National Association of Real Estate Boards will also meet in Dallas.

Sweeney Engineering School Moves From Kansas to Dallas

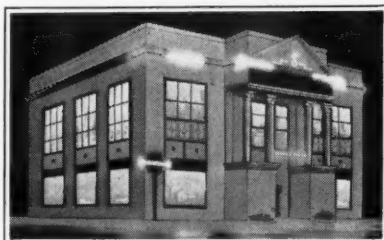
The Sweeney Engineering School, one of the oldest and best known trade schools in the country, recently moved from Wichita, Kansas, to Dallas, leasing the building at Commerce and Preston Streets for administrative offices and classrooms.

E. J. Sweeney, president and operator of the school, explained that the move was made because of the industrialization of the South and Southwest, and the re-

are provided for each student. Actual shop training is offered in the Diesel engineering course.

In the 30 years he has been training men in the mechanical trades, Mr. Sweeney has graduated 85,000 students from his classes. At one time, the government of Soviet Russia sent 30 men to be trained in his school. A number of other foreign countries have been represented in his classes.

Herbert Scheel is sales director as well as chief instructor in the school.



The Sweeney School

sulting demand for trained, skilled workers. He said there is an increasing number of Southwestern youth who are leaving agricultural work to study for the mechanical trades.

The Sweeney School offers day and night classes in complete automobile engineering, welding engineering and Diesel engineering. The automobile engineering course is complete in every detail and covers every phase of the automobile, truck, tractor, marine and stationery engines. The welding engineering course includes both acetylene and electric work. Individual torches and electric welders

Foreign Trade Week Observance Successful

Dallas' city-wide observance of National Foreign Trade Week, May 22-28, was considered highly successful.

The observance was arranged by the foreign trade committee of the Dallas Chamber of Commerce, of which Ben C. Ball is chairman and Harold M. Young is secretary.

All of the principal luncheon clubs heard talks on foreign trade, its relation to Texas industry and agriculture, and its vital importance to the nation. Speakers stressed the relation of foreign trade development to the South's cotton problem.

Retail stores, transportation and communication agencies, and the Interstate Theaters all cooperated in the observance. Special displays were arranged, and the Interstate Theaters showed a motion picture, "Texas in Foreign Trade."

SOCIAL ASPECTS OF ADVERTISING

(Continued from Page 37)

the established American system, with the advertiser, not taxes, paying the bill, that an equal opportunity can be given to all sides of important controversial public issues, to express their views and not the censored or one sided views forced on listeners by dictatorial governments. Thus has freedom of the air been established to take its place with freedom of speech and freedom of the press. Any move curtailing one of them, will inevitably lead to restrictions on the other two, resulting in the ultimate destruction of all three and the American form of government.

The better advertising media set up and enforce standards that help to keep advertising within the bounds of accuracy, common sense and good taste. This may not be as altruistic as it sounds. In so saying, however, I wish it to be fully understood that despite occasional transgressions, in my opinion the leaders of American advertising have, in general, demonstrated their willingness to forego financial gain rather than lower their standards of integrity. Nevertheless, looking at this matter from the most cynical point of view, experienced advertising men know that in the long run it is good business to insist on high ethical standards in advertising. We can amend the old copy-book maxim to read, "Honesty is the best business policy." Over a period of years, the standing of any nationally advertised brand is dependent upon the faith which it has established with the public. The very fact that a brand is advertised constitutes a declaration on the part of the advertiser that he is willing to accept responsibility for the product bearing his label. When a products has stood the test of time it has measured up to a genuinely high quality standard. National advertising therefore may be regarded by the advertiser as a pledge of his intention to live up to these high standards. There have been exceptions, but they dug for themselves the trap into which they fell. National advertising makes or breaks the product.

The advent of national advertising into the economy of the United States marked one of the greatest social forces in the history of the world. As a corollary, the tremendous social influence of the automobile, the electric appliance, the branded food is due to the successful use and power of advertising.

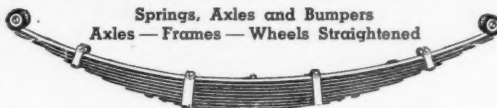
I have outlined some of the broader social aspects of advertising in their relation to our national life. There are others which affect the sales manager more intimately. Well planned and well placed advertising is the salesman's strongest ally in focusing upon his product or service the attention of the consumer. Advertising

A SPRING BIRD'S SONG IS:

"Always Weaver for Me"

Spring and Bumper Service Station

Springs, Axles and Bumpers
Axles — Frames — Wheels Straightened



BRAKE
SERVICE

WEAVER SPRING & BUMPER WORKS

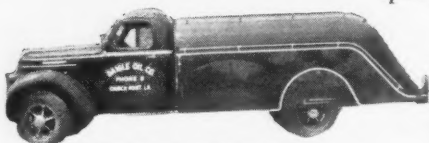
One of the Largest in the United States

A Dallas Institution

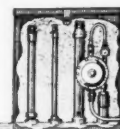
402 NORTH PEARL

7-8566

TRUCK TANKS—made to your order and
special needs



ALL TYPES OF WELDED TANKS
GASOLINE TRUCK TANKS



**BUTANE
TANKS**

Built to
A.S.M.E. Code



DALLAS TANK & WELDING COMPANY

203 West Commerce Street

W. W. BANKS, President

Dallas—Phone 2-5513

NOTICE

DR. R. L. SPANN, having recovered from his
serious illness, may be found in his office at . .

SPANN SANITARIUM

4507 Gaston Ave.,
Dallas, Texas

Where All Non-Surgical Treatments of
CHRONIC DISEASES

as given at BATTLE CREEK can be had . . . Colon Therapy (Spann's Method),
Diseases of Women (Our Original Method), Rheumatism and Neuritis and all
Blood Vessel Conditions.

Consultation Free!

Phone 3-2107 for Appointment



WEEVER FUNERAL HOME

2533 McKinney Avenue

Phone 7-1313

Dallas, Texas

DALLAS can best advance through a united citizenship. The Chamber of Commerce offers the most effective outlet for your efforts.

WEEVER, with his advanced 19-Point Quality Service Complete, affords you an opportunity to save without the sacrifice of either dignity or quality.

Manufacturers Since 1906 of
BUSINESS ENVELOPES
PLAIN OR PRINTED

HESSE ENVELOPE CO.
OF TEXAS

Dallas

2-3292

Ask Your Grocer for ...

FAIRWAY

Vinegar - Blueing - Furniture Polish
Made in Dallas

Dallas Vinegar & Blueing Co.
DALLAS 2-0776

One Good Term Deserves Another



Walter J. Stovall

For
Re-Election, 2nd Term
JUSTICE OF THE
PEACE
Precinct 1, Place 2
Subject to Action
Democratic Primaries
(Political Adv.)

FINE LUMBER FOR A GOOD BUILDING

PRE-SHRUNK—K. D. (KILN DRIED)
DENSE TEXTURE

Compare Our Quality Lumber
No Home Is Stronger Than Its Frame

BREWINGTON
LUMBER COMPANY

2021 McKinney

Phone 2-9021

Don't Miss

Texas'
Most Popular
Hotels



Wherever you go in Texas
—remember that if there's
a Hilton Hotel you are as-
sured of the best of food
... rooms ... service with-
out one cent of undue
cost. One purpose gov-
erns all Hilton Hotels ...
to make every customer
want to come back.

DALLAS	LUBBOCK
LONGVIEW	PLAINVIEW
ABILENE	EL PASO

The
HILTON HOTELS

C. N. HILTON, President

paves the way for the sales representative, makes it easier for him to gain admittance into the sanctum of the private office or the home. If we could go over the files of national advertisers for the last two decades, we would find that advertising is becoming more human, more characteristic of American modes and manners, such as the Ford poster type series, depicting well known, lovable people of every-day life. In copy, too, classical English is being replaced by the American idiom. The formal is giving way to the informal.

In order to make advertising bring the fullest returns for the investment, it is important that every sales representative should be fully familiar with both the style and intent of his advertising. Particularly good results can be obtained from advertising by cooperation with the dealers. We, in the broadcasting business, have proved this over and over. When the dealer is supplied with attractive material for window and counter displays to tie in with the advertising campaign, it is easy for him to make his customers conscious of the product. When the customer in his local store comes face to face with characters with which he or she is familiar through the radio, interest is aroused and the dealer will benefit by increased sales and so, in turn, the manufacturer.

To illustrate my point, I will describe a few of our own experiences. Sometime ago a distributor in Erie, Pa., checked our client list and found that he carried twenty-four NBC advertised products. He requested photographs of stars, announcers and studios, to be used in window displays and local advertisements. His increases in sales on these products ran as high as 300 per cent.

In January 1936 the Sinclair Refining Company offered over our Blue network on its minstrel show a stamp album to children who called at a Sinclair service station accompanied by an adult. Within the 48 hours following the offer more than a million albums were distributed.

On its regular broadcast, General Motors' offer to send copies of talks on safety resulted in a total of four million requests. Incidentally, this offer went out on a symphony program.

Advertising has come in for its share of criticism in this age of tearing down that which is established in favor of untried methods. Critics have charged that advertising presents too alluringly the new car, the new refrigerator, and the new porch furniture, that it leads people into buying that which they do not need and sometimes cannot afford. Well, we do not need the fountain in the public square, we do not need the rose bush in the garden, and we do not need the diamond engagement ring. We do not need any of these things, but they help immeasurably to enrich our lives, stir our imagination and make our

world a more pleasant place in which to live. The desire for possession of the things we want stirs us to greater efforts to obtain them. There is nothing reprehensible about working harder in order to pay for the new rug or new coffee percolator. The average American citizen can, I think, be entrusted to make up his mind for himself on what he can or cannot afford to buy.

Misleading and vulgar advertising is rapidly digging its own grave. Those of us who have some measure of control over advertising are hastening the process; not because we are so righteous-minded but because we know the injury that such advertising does to all honest business.

I can think of no great project, commercial, humanitarian, political, undertaken by any group of Americans, within the last decade, that has not included, and even relied upon, advertising in one form or another for its promotion or success. The social aspects of advertising are bound by no column rules, no radio period. These start us thinking and frequently spur us to the act of buying. It is, however, the old American instinct for "swappin' yarns" and "tradin' ... fundamentals of advertising and selling that give advertising the important place that it holds in American life today. Advertising, I believe, will continue as an essential element not only in trade but in learning, in economics, and the political life of America.

Lawyers Title of Texas Organized

The Lawyers Title of Texas, Inc., was organized recently to represent the law-years Title Insurance Corporation in Dallas. The company will use the facilities of the Dallas County Abstract Company.

Ervin J. Brant is manager of the company. Offices of both the Lawyers Title of Texas and the Dallas County Abstract Company are located 1101 Main Street, where the Texas Title Co. of Texas maintains state headquarters.

Fair Store Opens

The Fair Store, women's and children's ready-to-wear, has recently occupied the building at Elm and Field Streets, under the management of Max Rude. The Fair Store has been a familiar name in Dallas for more than a quarter of a century. The store has four floors. The first consists of piece goods and accessories, the second, children's wear, shoes, and millinery. The millinery department is under the supervision of Miss Estelle Webber. A self-serving bargain basement is also one of the new features of the store.

Chairs for Rent

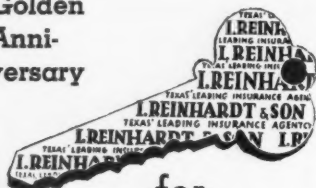
FOLDING CHAIRS
Also Tables With Detachable
Legs for Conferences and
Public Meetings

Cannon Ball Towel Supply Company

2011 Orange

Phone 2-9083

Golden
Anni-
versary



for

FIFTY YEARS

—the "Key to Perfect
Insurance Service,"
in Dallas

I. REINHARDT & SON

Chas. R. Tucker

John L. Cottingham

First National Bank Building

HEDGECOCK

A TEXAS
INSTITUTION

HEDGECOCK ARTIFICIAL LIMB
& BRACE MFG. CO.
2827 COMMERCE ST. DALLAS
OUT WHERE YOU CAN PARK

The Praetorians Chartered by Texas in 1898

THE Praetorians were chartered by the state of Texas in 1898. John H. Cullom was assistant secretary of state and signed the permit for the company. Mr. Cullom has been continuously a policyholder. C. B. Gardner, deceased, was the founder and Tom Miller was the first president. Mr. Miller is now residing in St. Louis, Missouri, and still has his original policy with the institution. Louis Blaylock, deceased, was also an official of the company from practically its beginning.

Among its directorate were men with influence and acquaintance that was valuable to the young company, among these being Tom L. McCullough of Waco. After serving several years on the board of advisors, Judge McCullough was elected to the attorneyship, succeeding Louis M. Dabney, deceased, who was then one of the leading attorneys of the South. Judge McCullough was later elected president and chairman of the board, in which position he has been serving for many years. He is a civic and church leader and has been honored in the past by being elected to the presidency of the N.F.C.

Its secretary and treasurer, John W. Payne, a native of Dallas, accepted a position with The Praetorians as clerk under George G. Taylor, who was then secretary. Mr. Payne has been in the service continuously for thirty-two years. He worked his way through all the ranks up to his present position. He is experienced, able and efficient. Mr. Payne succeeded J. W. Allen, deceased, who was elected to the secretaryship after serving the M. K. and T. railway as general freight agent with headquarters at St. Louis, Missouri. Mr. Allen was also a member of the board of advisors from the very beginning.

After Mr. Payne, John N. Harris, the present vice-president and field manager was added to the Praetorian roster; however, he started in as a stenographer, writing insurance at dinner and after office hours to assist in building the institution, and later on was added as private secretary to President Gardner. In a few years he was promoted to the position of field manager, and later was made a vice-president, and holds that position today along with manager of agents. Mr. Harris has had thirty years of actual service in the Praetorian ranks.

In 1927, J. P. Hanks of Montgomery, Alabama, was elected vice-president. Mr. Hanks had served on the board of advisors for many years, and opened up the work for The Praetorians in the Southeastern states. Mr. Hanks served in the position of vice-president for several years and later resigned it to accept the supervisorship of the Southeast, along with Judge E. Y.

Adams of Birmingham, who was added to the board in 1931. The firm of Hanks & Adams, through its excellent work, has established this territory as the leading outside field of The Praetorians.

Also in 1927, there was practically a new board elected, consisting of those mentioned above along with R. W. Church of Pittsburg, Kansas, who is manager of Kansas and Eastern Missouri. Mr. Church is practically the oldest state manager in point of service with The Praetorians.

J. B. Savage of Roswell, N. M., was also elected to the directorate and is one state manager who might challenge Mr. Church in the length of years in service. Mr. Savage and his brothers have been prominent in the building of the company.

This directorate was also composed of T. H. Jenkins, another thirty-year service man. His work, both as a director and an insurance builder has been outstanding. He is at present supervisor of the Western Territory in Texas and is the oldest man in continuous service in the field department. Mr. Jenkins was elected to the board of directors in 1927. As a member of the policy committee, he was instrumental in constructing The Praetorians' modern policy forms, and is the originator of effective pieces of literature, namely, the "Seventeen Way" and "Juvenile" folders.

T. W. Davidson, formerly lieutenant governor of Texas and now occupying the Federal bench in the Northern District of Texas, was elected to the attorneyship in 1927. Also this gave him a seat on the directorship of the institution. Judge Davidson still serves as a director. When he was appointed by President Roosevelt to the Federal judgeship, he was succeeded as attorney by J. W. Randall, a young man whom he trained in his office. Judge Davidson, although his duties are strenuous, practically never misses a board meeting and maintains his intense interest in the growth of the institution.

It being always the watch-word of The Praetorians that "insurance men know best how to build an insurance institution," in 1931 there was added to the board E. Y. Adams, James J. Carson, Jack L. Davidson and B. S. Horton. All of these members are actively in the Praetorian service at the present time, Mr. Adams being one of the supervisors of the Southeast, James J. Carson being special investigator after serving the institution in many prominent field positions, and Jack L. Davidson having charge of the San Angelo section of Texas, having at one time served as traveling field organizer. B. S. Horton is manager of South

(Continued on Page 45)

Canada Dry Comes to Dallas

(Continued from Page 13)

already placed more than \$35,000 worth of orders for boxes and partitions with Dallas firms."

By establishing manufacturing and distribution headquarters for the Southwest in Dallas, Canada Dry is able to reduce transportation costs and to effect savings in return of bottles, economies which it can pass on to the consumer in lower prices on its products. For the present, virtually all shipments from the Dallas factory are made by rail.

The manufacturing process are under direct supervision of a qualified chemist and bacteriologist. Absolute purity is required of all materials, and of the complete output of the factory. Canada Dry has its own ginger buyer on the Island of Jamaica, and through its large purchases is able to control the

source of supply, guaranteeing the quality of ginger it uses.

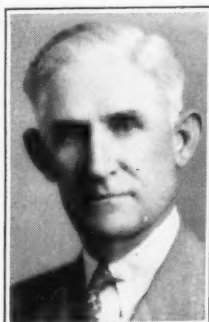
It also owns and controls the exclusive rights of the Lloyd process of ginger extraction for carbonated beverages.

Sugar used by Canada Dry is subjected to various tests and certain processes to determine whether it meets the rigid requirements set. The water used in its beverages is treated by an exclusive scientific process. The same standards are required of the oils, carbonic gas and natural fruit contents and other ingredients.

The bottling and packaging of Canada Dry products are industrial miracles in themselves. All bottles, new and returns, are put through an immense bottle washing machine and numerous operations comprise the cleansing and sterilizing process. Included among these are immersion in a caustic soda solution; exposure of the bottles inside and out to high temperatures and revolving brushes; the use of a sterilizing solution, rinsing and washing in high temperature-treated water and a final rinsing with sterile, absolutely pure water before the bottles receive the beverages.

From that time, on through the proc-

(Continued on Page 46)



J. L. PARCHMAN
Dallas Division Manager



Laboratory testing of Canada Dry beverages and ingredients is conducted by a staff of graduate chemists.

GOOD ADVICE

Call Us
for
Your Linen
Supplies
and to
Rent Folding
Chairs



DALLAS TOWEL SUPPLY CO.
2511 Commerce 7-4396

GEO. S. WATSON T. M. WATSON
H. H. MEERS

4-2241

WATSON COMPANY

BUILDERS

Since 1889

DALLAS, TEXAS

Your Neighbors Drink and
Recommend

Electrified
WATER

Why Don't You?

★
South's Largest Manufacturers and Dis-
tributors of Bottled Waters and Paper

DRINKING CUPS

★
Electrified
Water Co.

1295 Cedar Springs Rd.

2-8688

2-6451



AERIAL PHOTOGRAPHY
INDUSTRIAL PHOTOGRAPHY

LLOYD M. LONG

P. O. Box 1018 Dallas, Texas Tel. 7-1966

"Follow The Law" Slogan Leads Judge C. V. Terrell Through Dis- tinguished Career in *Texas Service*

A native son of Texas, Charles Vernon Terrell was born of sturdy pioneer parents. He earned a scholarship in competitive examinations at A. & M. College but the death of his father cut short his college career after only two years and then the responsibility of his mother and younger brothers and sisters fell upon his youthful shoulders. He was admitted to the bar after studying law with a private firm, at the same time earning his expenses by teaching school. When he was elected to the office of City Attorney of Decatur his first supporters noted a certain soundness and courage in his administration of that office.

Rapidly the young advocate rose to the offices of County and District Attorney; then to State Senator. From this office he was selected as delegate to the National Democratic Convention. Then came the elections to the offices of County Judge and State Senator again. When the World War Came, Judge Terrell was made chairman of the County Exemption Board and there he served through the period of the war. After the war he was made Democratic Elector for the 13th Congressional District and was elected State Treasurer.

It was in recognition of his distinguished services in the offices he had filled that Judge Terrell was appointed Railroad Commissioner to succeed Commissioner W. M. W. Splawn, when that official was elected president of the University of Texas. In his service in the office he showed such decided ability for the intricate and important duties involved that the citizenship of Texas gave him an overwhelming majority over his opponents in his race for the elective term of six years. In 1932 he was again elected to a six year term as Railroad Commissioner, leading the entire State ticket and defeating his run-off opponent by the largest majority any State candidate ever received. More than 556,000 votes were cast for him in this election and his majority was 186,000.

Before entering upon the record in the Railroad Commission a few high lights in the service record of Judge Terrell in prior offices might well be recalled. It was Terrell who originated the practice of giving half-time State employment to students working their way through the University of Texas, a practice now na-

Candidate for Re-Election



Judge C. V. Terrell, Chairman
Railroad Commission of Texas

tional in its scope. He was author of the bill creating the North Texas State Teachers College and locating it at Denton. He also suggested the location of a like college at San Marcos and helped pass the bill making it a reality. He was a prime factor in securing those Acts of the Legislature which gave Texas compulsory education, uniform text books and raising the age limit for school.

Judge Terrell was a delegate to the Houston convention when Governor Hogg was nominated and when the political issue was the creation of the Texas Railroad Commission. He had then, as he has now, a profound admiration of the great Texan. Judge Terrell has been a delegate to practically every Democratic convention since that time.

He was joint author with the late Senator George Greer, of Beaumont, of the Fee Bill; joint author with the late Senator J. E. Yantis of Waco, of the Rebate Bill which prevented rail carriers from giving rebates and discriminating between shippers and cities of Texas. As State Treasurer he wrote and secured the passage of the present State Depository law that has been of unquestioned benefit to the depository banks of Texas.

And now for record on the Railroad Commission. With the regulation of the great oil industry of Texas came the crucial years in the career of Judge Terrell. The natural problems that arose with the discovery of such an unprecedented pool as that in East Texas were almost beyond the imagination. The Commission, with a storm beating about its head, sought methods of conserving and prorating nature's magnificent gift to Texas. The task, as the whole nation realized, was tremendous; complicated by continuous and in many instances sincere attacks from oil companies and corporations. It was the unsparing efforts and devotion to its duty on the part of the Texas Railroad Commission, together with increasing cooperation on the part of the operators of the State that finally brought order and equity in the great East Texas field and in the State at large.

It is perhaps the crowning achievement of his long public service that Judge Charles Vernon Terrell took command in the very beginning of Texas oil proration. No doubt, to him, more than to any one person, may be given the credit for the satisfactory condition at present in the oil and gas industry in Texas. As far back as 1928 he and Chairman Clarence Gilmore wrote and put into effect the first orders prorating the production of oil to the various pools in Texas and the various wells in each pool. Those orders by the Commission have been continued and are the direct means of stabilizing the oil industry, raising the price of oil from 10 cents per barrel to the prevailing price of \$1.15 per barrel. This action has been the means by which the enormous sum of half a billion dollars per year has been brought into Texas; equal to \$80.00 per capita, or \$400.00 per family throughout the State. As another result, the University of Texas and Texas A. & M. College have received more than \$25,000,000 and the public school fund more than \$10,000,000.

These items, it must be remembered, are only the high lights in the long and faithful public service of the patient and hard working Texan who is now asking the Texas electorate to continue him in the office of Railroad Commissioner.

(Political Advertisement Paid for by R. L. Collins)

PRAETORIANS

(Continued from Page 42)

Texas, having what is termed "a million dollar monthly agency."

In 1935, J. W. Puckett, manager of the East Texas territory for The Praetorians, through his efficient efforts attracted the attention of the Praetorian family and was promoted to the board, along with D. C. Russell, who has charge of the City of Dallas agency. Both Mr. Russell and Mr. Puckett won their promotions through their service records.

There have been others from time to time connected officially with The Praetorians.

The present medical director of The Praetorians is Dr. C. M. Grigsby. The medical department keeps in progress with the other departments of The Praetorians and adds much to its high standing and success.

The real estate and loan department is handled by Walter L. McNeny. Mr. McNeny maintains a position among the top ranking real estate men of the nation.

J. L. Mims, actuary, has had over twenty-five years of experience in his work and is always at the front of his profession. Through his wisdom, combined with the practical wisdom of the board, he has given Praetorian policies a prestige which could not have otherwise been maintained.

In 1898 The Praetorians started with a reserve of \$43.00. It now has a reserve in excess of \$8,000,000, with over \$10,000,000 paid to beneficiaries during this time. It is one of the strong and solid financial institutions of the South. It has been a leader in its field, having built the first skyscraper home office building in the Southwest. The building was so thorough in construction that it is still one of the most modern skyscrapers in the state. It is built of concrete, mahogany, terra cotta and marble, having artesian well water, refrigerator water and hot water in every office. Also, each office carries a private and individual vault.

The Praetorians was the first institution to take women in on the same rates and conditions as men. Its policy contracts cover the entire family, taking them from one day to the age of sixty. Giving an example of Praetorian service, during 1918 when the volunteers left the shores of Continental United States, their premiums were paid in full by the company and no one was allowed to lapse his policy. They were kept in good standing without cost to the overseas men and claims were paid in full.

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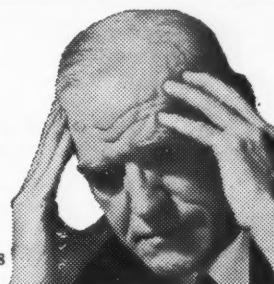
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WANTED**Southwest Business Magazines**

The office of SOUTHWEST BUSINESS is in need of the following numbers of The SOUTHWEST BUSINESS Magazine:

December, 1936 April, 1937
January, 1937 November, 1937
March, 1938

We will gladly call for and pick these magazines up if you will call 7-8451, MAGAZINE Department.

**W. A. Green Company Store
Being Air Conditioned**

The air conditioning system for the W. A. Green Company will be in operation the latter part of June. The Carrier refrigerating plant in the basement is of the latest type for department store work. It uses a harmless and odorless Carrene refrigerant and operates under a vacuum instead of pressure. This Carrier machine is the same type as is used in the new luxury liners Normandie and Nieu Amsterdam.

The store is being cooled in its entirety (ten floors) and the system is so designed that each floor will be automatically controlled independently of any of the other floors. The ductwork has been so arranged that it will blend harmoniously with the store. All Carrier equipment on the floors from one to ten, inclusively, will be suspended so that no floor space is taken up in the store for machinery.

The system is similar in general to those which have been installed in some of the nation's largest department stores such as Macy's in New York, Hudson's in Detroit, Filene's in Boston, Titcher-Goettinger's and Dreyfuss' locally.

The system is being installed by the Carrier-Bock Corporation, which has handled many air conditioning jobs in Dallas. Consulting engineers are Kribs and Landauer.

Summer Jobs

Dr. F. W. Hinds, dean of the Baylor University College of Dentistry, has asked *Southwest Business* to state that a number of students in the college are anxious to obtain employment during the summer months. He said that the students are capable of doing many kinds of work, and that prospective employers' inquiries would be welcomed.

CANADA DRY COMES TO DALLAS

(Continued from Page 43)

esses of receiving the syrup, water, gas and other ingredients, capping and labeling, the operations are all mechanical. No human hands touch the product. Frequent inspections for quality and purity are made and when the bottles are ready for packing the conveyor passes them before several inspection lights and they are finally inspected for appearance.

The bulk of Canada Dry's business is in pale dry ginger ale, Canada Dry Sparkling Water, and lemon-lime rickey. Other products include a general line of carbonated beverages.

TRANSPORTATION

(Continued from Page 9)

cities similar in size to Dallas show that during the rush-hour periods the average load in automobiles is 1.75 persons. On this basis a large motor coach carries, in seated passengers only, during the same periods, the equivalent of 20 automobile loads; and a large street car carries, in seated passengers only, the equivalent of more than 30 automobile loads.

If we should take into consideration the number of standing passengers on the street cars and coaches, the above comparison would be even more striking.

If, therefore, one wishes to determine in his own mind whether street cars and motor coaches help to reduce traffic congestion, he has only to imagine what conditions on the street would be if each 1.75 persons who are now using public transportation were riding in an automobile over the street during the rush-hour periods.

After all, just what is the interest of the different elements of our population in the mass transportation system? In other words, what is the interest of the average citizen, the professional man, the banker, the merchant—large or small—the property owner, etc.?

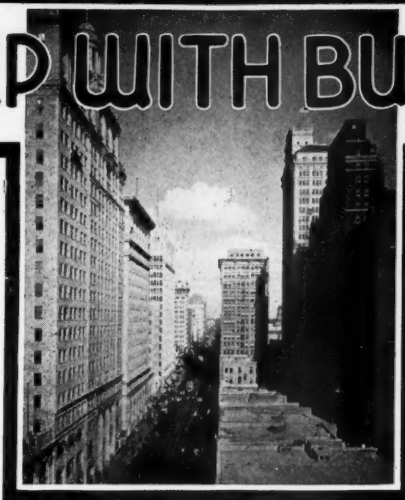
Influences City Building

The interest of the average citizen is that to him it means just what it implies; that is, transportation service. Even in this day, when our streets are crowded with automobiles, many thousands of people still depend, wholly or in part, upon the public transportation system for their transportation needs. To a great many of these people the service is indispensable. In Dallas most of our people live quite a distance from the store, the factory, shop or office in which they work. They maintain their homes far removed from their place of work because they know they have a transportation system on which they can safely depend to take them to and from their work and at a price which they can afford to pay. Without such dependable transportation it would be necessary for them to live near their work, where living conditions would no doubt be less desirable than they now enjoy.

At first thought it might appear that the professional man, such as the lawyer, doctor, etc., might have little, if any, interest in public transportation. However, when we analyze the situation we find that each of these has a very definite interest; for it is the transportation system which brings to their offices a substantial number of their clients or patients, as the case may be.

(Continued on Page 47)

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TRANSPORTATION (Continued from Page 46)

Without question, the merchant—large or small—is very definitely interested in the operation of an adequate mass transportation system. The merchant may have a fine store filled with merchandise which people will buy; but in order to sell such merchandise the customers must come or be brought to the store; and this is where the transportation system becomes the ally of every merchant, because it does deliver at or near his store a large percentage of the customers whom he serves.

The property owner, even though he may never ride a street car or coach, has a very deep concern in the continued operation of the transportation service. Transportation lines have played a large part in establishing and maintaining real estate values, regardless of whether such real estate is located in the central business section of the city or in residential sections; and the millions of dollars which have been invested in public transportation facilities have added untold millions to the value of real estate throughout the city. The masses of people who ride public transportation vehicles are by far the largest group of buyers in our community today; and failure to provide complete and adequate public transportation service would be felt immediately by all lines of business in the city.

Adequate and efficient public transportation service is, therefore, a matter of deep concern to all of our citizens, and the continuation of such service during the years to come for the many thousands of citizens who will desire to use it is something that challenges the best thought of transportation company officials, the governing authorities and the public generally.

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Within every organization there is a store of silent beliefs and aspirations, of unspoken ideals and convictions. That this character should fail to find expression is a loss to everyone concerned.

No better way can be found to make known this expression of character than a convincing letter or circular, with that personal touch, unfolding one's ego in an honest way.

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ERNEST O. THOMPSON

AS GOVERNOR

Ernest O. Thompson declares:

"I know that Texas is an attractive field for industrial expansion and believe that our State should adopt a definite program calculated to invite the establishment of new industries in this State to the end that new jobs may be created, that gainful employment may be had by those who are in need of work. This program will also provide new markets for the products of the farm and ranch. The eyes of America are on Texas. We can induce new industries to locate here if we go after them.

I feel sure that organized labor will gladly join in this forward looking effort to bring new employment to our State. My sincere effort will be toward this end."

He favors encouraging rural electrification in every way possible, so that the rural home

may have the comforts and conveniences of the city at low costs.

Ernest O. Thompson, still further, favors the building up of industries that will aid in the establishment of a better opportunity for the farmer to make a living, including further development of the State's \$4,000,000 annual income from manufactured dairy products and the development of a great new industry in the manufacture of newsprint paper—so important to Dallas and the Southwest.

The more development of new industries we can get in Texas, the more jobs there will be for our people. The more development of industries that we can get, the more taxpayers there will be to share the burden of our State Government expense.

"I'll not use the office of Governor as a stepping stone to the United States Senate or any other office; I'll not be a candidate against Tom Connally, Morris Sheppard or anyone else, and when my term expires I'll retire and practice law," Railroad Commissioner Ernest O. Thompson told an audience of several thousand persons in formally opening his campaign for Governor of Texas.

**A VOTE FOR ERNEST O. THOMPSON
IS A STEP TOWARDS BUILDING A GREATER TEXAS**

THIS POLITICAL ADVERTISEMENT PAID FOR BY F. D. JONES

Stuart Says "Improve Texas Industry"

ROBERT A. (BOB) STUART of Tarrant County, candidate for Railroad Commissioner, is pointing out ways whereby the Commission can materially improve its service to industrial Texas. He declares that increasing costs of transportation which should be held down by the Commission should be stopped.

Mr. Stuart, former State senator and now chairman of the Board of Regents of the Texas State Teachers College, is for the conservation and proration of Texas' natural resources and against discrimination and persecution as to truck transportation.

"The office of Railroad Commissioner is the most important office in the gift of the people," says Mr. Stuart's platform. "It was important enough, when created by Governor Hogg, for the Honorable John H. Reagan to resign a seat in the United States Senate and accept the chairmanship thereof.

"The Railroad Commission was created as a three-man Commission. It is a waste of the taxpayer's money when the Commissioners cannot work as a unit.

"A vast majority of the voters of Texas do not even know who occupies a seat on the Railroad Commission of Texas. It is time that every voter, before casting his ballot for this important office, should inform himself as to the far reaching activity of this Commission. Every pound of flour, every piece of meat, every article of clothing we wear, every gallon of gasoline we buy and the price we receive for every product of the soil is directly affected by the action of the Railroad Commission. The cost of transporting all of these articles has continually increased from the day my opponent became your Commissioner.

"The Honorable Pat Neff, former Governor of Texas, while serving with my opponent on the Railroad Commission, stated to Mr. Terrell: 'I criticized you some months ago for entering an order prohibiting the hauling of cotton over the highways of Texas, notwithstanding at the same time

you were granting authority to haul other commodities. Seven thousand pounds of cotton is no heavier than seven thousand pounds of anything else. In whose glove was hidden this fine Italian hand?' From the facts submitted by this able gentleman we see that my opponent not only has not saved the Texas farmers the millions of dollars that he professes to have saved them, but has attempted to deprive the farmer of the use of the public highways of Texas in the transportation of his products to market.

"My opponent contends that he has lowered the gas rates to the consumers of Texas. Facts show that gas is piped from Texas to Albert Lea, Minnesota, a distance of more than a thousand miles from the field, and sold to the consumer cheaper than it is to the cities in the heart of the great gas fields of Texas. I challenged my opponent to debate the gas question in any place in Texas that he might name. My opponent has ignored this challenge. I now reiterate the challenge which he has ignored and offer to pay the expenses of my opponent to any place in Texas that he may elect to meet me in joint debate upon this question. The people are entitled to know the facts.

"I am for the railroad companies, the truck operators, the oil industry and, in fact, all Texas industries. The laws of Texas make it mandatory for the Railroad Commission to correlate transportation upon the highways and by railroad companies based upon convenience and necessity, but the law does not provide that the Commission should give the exclusive use of the highways to major transportation companies to the exclusion of the operators of small trucks, and especially to the farmers and to the owners of private automobiles and means of transportation. I propose to give the same consideration to the operator of one truck as to the operator of one hundred, and I propose to eliminate discrimination and persecution as to truck transportation upon our highways.

"An order was entered by my opponent to the effect that certain widepaved highways of the State were so congested that they would not be safe if another truck were permitted to operate upon them. This forced the farmers, the special commodity permit men, to stay off the main hard-surfaced roads and to take the long, dirt, circuitous route for the transportation of live stock and other special commodities to market.

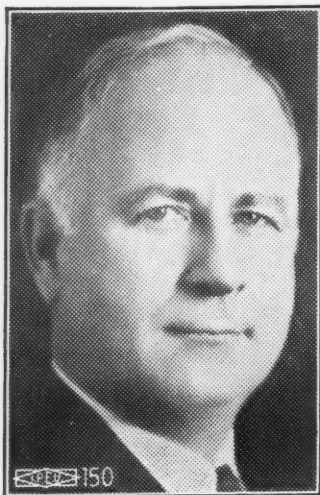
"I am for the conservation and proration of our natural resources. I am Attorney for the Texas State Teachers Association, the most interested group in our permanent school funds. This group is the greatest royalty owner in Texas. I am interested in the conservation of this great natural resource, but I am not interested in proration of oil to the extent that its development is not a bankable proposition and to the extent that it drives industry out of Texas. The State of Texas controls fifty per cent of the oil reserves of our nation and should be entitled to exercise fifty per cent of the power in the regulation thereof. Our present regulation is driving the oil industry out of Texas to the extent that

more oil men, oil well supply men, oil well equipment men and refineries have located in Shreveport, Louisiana, in the past three months than have located in Tyler, Fort Worth, Dallas and Houston combined.

"Considerable attention has been given the oil industry of Texas by the Commission, but little thought has been given to the conservation of gas. In a speech before the A.P.I. convention, at Fort Worth on March 25 of this year, the Honorable John S. Ivy, vice-president of the Union Producing Company of Houston, made the statement that only sixty-three per cent of the gas produced in Texas was utilized for fuel and commercial enterprises, and that the other thirty-seven per cent wasted. He stated further that 1,036 billion cubic feet of gas was produced in Texas in 1937. This wasting, in this one industry, amounted to more than the total ad valorem taxes of Texas. I urge and shall endeavor to see that this wasting is stopped and that this gas is conserved for the benefit of Texas citizens, that the rate to the consumer may be reduced and that this gas may be saved as cheap fuel for the inducement to industrial plants to locate in Texas.

"We are, under orders of my opponent, burning more than 200,000 barrels of oil each month in Texas, which is known as 'fugitive' oil and which he contends belongs to no one and therefore should be destroyed. The law of escheat says that when something belongs to nobody it belongs to the sovereignty in which it is located, which, in this instance, is the State of Texas. Why destroy it simply because it belongs to all of the people of Texas rather than some individual? This destruction of property, at the rate of \$1.25 per barrel, would amount to \$3,000,000.00 per year. This wastage would amount to more than enough to pay the teacher retirement fund and would go a long way toward paying the old age assistance in Texas. I shall seek to prevent this destruction and waste.

"I have qualified myself to become a good Railroad Commissioner. I pledge to devote my time to an honest and fair administration of the laws of Texas, as they affect the duties of the Railroad Commission, with equal justice to all and special privileges to none."



Apex Photo

R. A. STUART

Candidate for Railroad Commission

Let's Elect . . .

**ROBERT A. (BOB)
STUART
RAILROAD
COMMISSIONER**

Former State Senator
Former District Attorney of Tarrant County
Now Attorney for the Texas State Teachers' Association
Now President of the Board of Regents of Texas State Teachers' Colleges.

*Qualified to Serve Texas as
Texas Should Be Served by
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PERSONAL

Can a fair, clear-thinking, fact-facing business man be

GOVERNOR OF TEXAS

---or must we have a professional politician?

In 1917, only twenty years ago, only \$16,000,000 of State taxes was needed to run our State's business affairs for one year. In 1937, just twenty years later, the State collected in tax money, and spent, \$150,000,000 to run its affairs just one year. On top of that the State went another \$15,000,000 in debt. And the Legislature attempted desperately to pass another new tax bill that would have meant an additional \$50,000,000. During that twenty years our State's wealth increased only 43%—and our population increased only 38%.

It is quite a jump from State costs of \$16,000,000 in 1917 to \$165,000,000 in 1937—with another \$50,000,000 of additional taxes attempted, to swell that terrific rate of tax increase.

There is a reason for this state of affairs. THAT REASON IS THAT WHILE YOU AND I AND OTHER AVERAGE MEN AND WOMEN HAVE BEEN TOO BUSY MAKING A LIVING TO PAY ANY ATTENTION TO POLITICS, THE PROFESSIONAL POLITICIANS HAVE NOT BEEN TOO BUSY TO RUN FOR OFFICE. Now we are paying the terrifically costly penalty for being too busy to pay any attention to politics. And the penalty is going to be much bigger—if we don't appoint ourselves committees of one to do something about it.

One hundred seven separate tax collecting departments collect their own taxes—and have their 107 separate private check books, which means duplicated departments, duplicated employees, duplicated employees' travel expense. In any private business just one department would be needed—not 107 of them. And only one check book—not 107 of them. That is just one business item that needs radical changing in our State Government. There are very many more. THEY ARE THE REASONS THAT TAXES HAVE JUMPED FROM \$16,000,000 TO OVER \$165,000,000 AT THE TIME OUR POPULATION WAS INCREASING ONLY 38%.

One man has pledged himself to change this. That man is Tom Hunter. He is not a professional politician. Beyond wanting to be elected Governor, he has no further political ambitions. Because of this he will not be handicapped by the political pressure that any professional politician must expect—and respect. We know that political ambitions must depend on employees and patronage. We know that thousands of State employees must be let out. No professional politician would call that good politics. Instead the idea is to appoint still more employees—to build a machine to further political ambitions. Tom Hunter is pledged to let these unnecessary State employees—and their expense accounts—out. Tom Hunter is pledged to veto all proposed additional substantial taxes.

This is every average man's fight, not just Tom Hunter's. It is up to you and me and every other average man and woman to do everything in our power to elect him. There is no use in your wife or my wife trying to save pennies on purchases while we permit our dollars to be squandered. We will have to fight—and fight hard. We must make politics an important part of our regular business. It is because we have been too busy on the job of making a living to pay any attention to professional politics that 25% of the cost of everything we eat, wear and use represents direct

and hidden taxes—and they are going to continue to increase until we do something about it.

Four years ago, 457,821 people voted for Tom Hunter for Governor—within 2% of his election. An intensive survey of the State indicates that a very big portion of the voters propose to vote for him this time. But we can't afford to coast and take his election for granted.

We must work and work hard, in the interest of sound, economical State Government. We are paying for it—and heavily. Professional politicians have amassed such enormous campaign funds to temporarily sway public opinion that this is the most costly Governor's election ever known in the history of Texas. It is up to you and me and every other average man and woman to fight, with all the means at our command, in the interest of fair play, lower taxes and lower living costs.

Appoint yourself a committee of one to talk to every friend, neighbor and relative you have. Talk to your fellow employees—and give them the facts that they ought to know. Write in for the facts and figures that we have compiled that you should know. Those facts and figures are the reasons that Tom Hunter wants to be Governor—so we can have a sane, sound business administration. And we will thoroughly appreciate a personal letter from you, giving us your views, and we hope your promise to help in this mighty necessary serious work.

This is every clear-thinking, fact-facing, business-minded man's fight. Do your part. Enter this campaign, as an important part of it. While you and I and other average men are wondering and studying, the professional politicians are working day and night—and at least one professional politician has 14 paid newspaper writers on his pay roll at from \$60 to \$150 weekly each, trying desperately to shake public opinion. We must wonder whether that candidate would squander the State's tax money as he is squandering his interested friends' money. Make it your business to write a personal letter right today, stating your views and join us in the interest of good, sound, economical business government. Make it your personal business, and please write today, saying you are doing so.

Yours respectfully,

THE HUNTER STATE COMMITTEE.

1601-1604 Baker Hotel,
Dallas, Texas.

Political advertisement paid for by Frank Harmon and others.

Dear Son:

Here's the check to clean up those Commencement "incidentals," and to help you carry on until you get your pay check on the first, which won't be big, but don't get discouraged. The first months will be the toughest, what with getting the straps of your business harness adjusted and squaring your theories with the real thing.

It'll be tough, too, hearing the world-savers sound off about the evils of business and how they'll fix it all hunky-dory if we give 'em a law—and the job and the salary. The difference between you and them is that you've taken off your coat and are going at it from the inside, hoping to be the big boss some day, while they're trying to get the job of bossing at the taxpayers' expense. Check me on this: the side-line boys who chant the evils of business and hallelujah their own plans either never have got their feet wet in

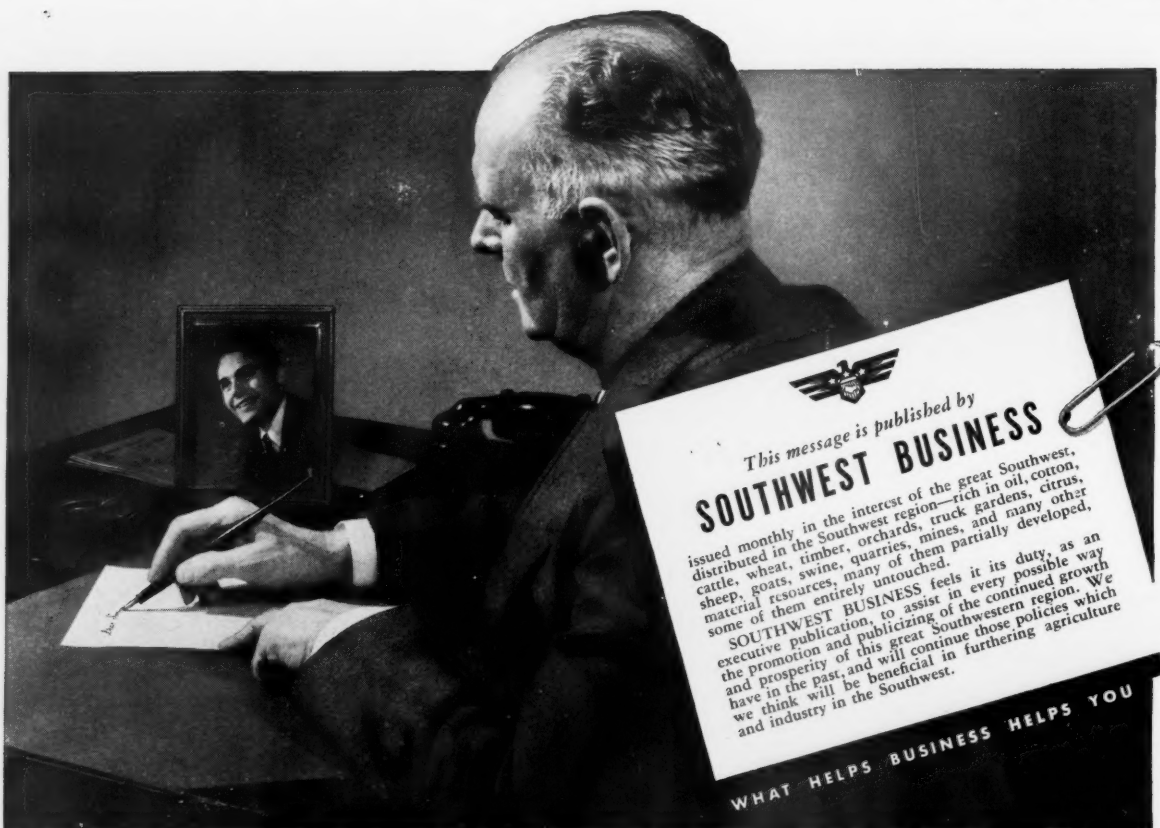
an actual business venture—or else tried it once and failed.

Sure, our way of doing things has its faults. But ask 'em to name another plan either from history or from their own fresh blue-print that gives better chance than the American way to youngsters like you to go to town under your own power. They'll try to duck this one—but hold 'em to it.

Business *needs* you just as much as you need business. If you're willing to pitch in and do a job, *any* job—if you've got the stuff—if you don't go haywire on some foolism, you'll help make your company a better one, with better products, more customers and with more workers on the payroll—and then you'll get your chance to fill the waste-basket instead of emptying it.

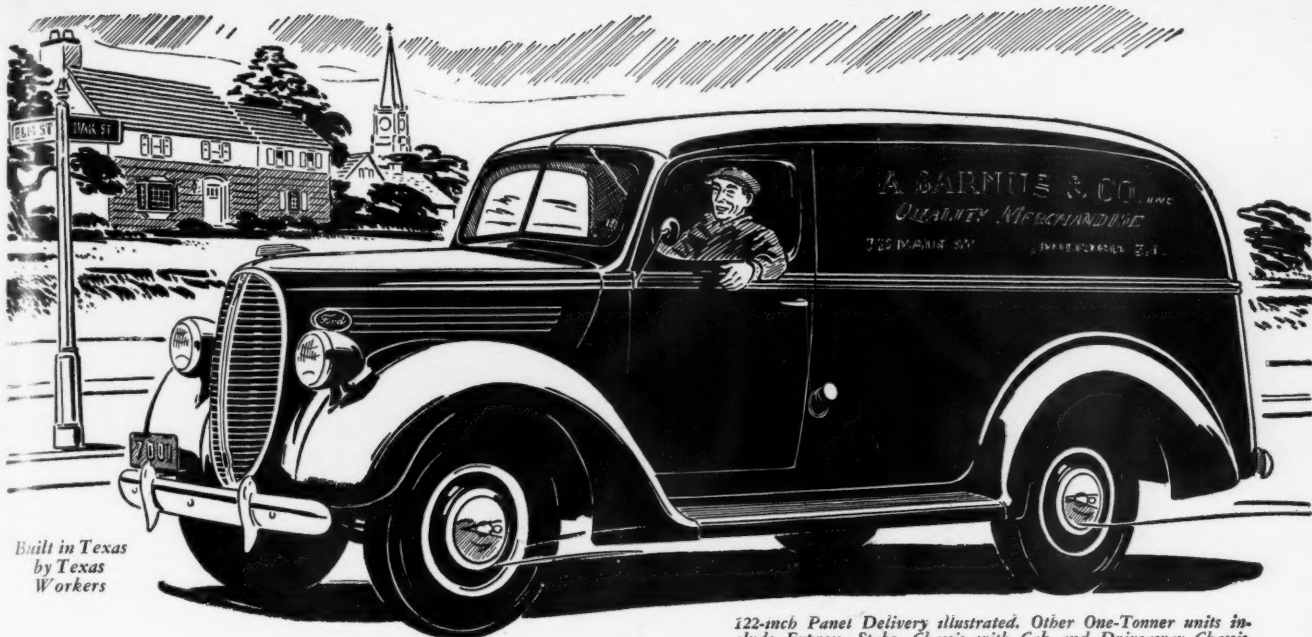
Your mother says, "Don't be too hard on him."

Affectionately, *Dad*



This message is published by
SOUTHWEST BUSINESS
issued monthly in the interest of the great Southwest, distributed in the Southwest region—rich in oil, cotton, cattle, wheat, timber, orchards, truck gardens, citrus, sheep, goats, swine, quarries, mines, and many other material resources, many of them partially developed, some of them entirely untouched.
SOUTHWEST BUSINESS feels it its duty, as an executive publication, to assist in every possible way the promotion and publicizing of the continued growth and prosperity of this great Southwestern region. We have in the past, and will continue those policies which we think will be beneficial in furthering agriculture and industry in the Southwest.

WHAT HELPS BUSINESS HELPS YOU



122-inch Panel Delivery illustrated. Other One-Tonner units include Express, Stake, Chassis with Cab and Driveaway Chassis.

Facts you should know about the ONE-TONNER

The New Ford Truck that brings V-8 performance and economy to the medium-load field

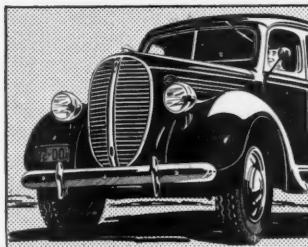
This newest line of Ford V-8 Trucks was built to meet the demand of modern business for greater economy in the one-ton load field. At the same time it offers the proved advantages of V-8 power, smoothness and dependability. It combines many features of the heavy-duty Ford Trucks with those of the Ford V-8 Commercial Cars—yet pos-

sesses unusual values all its own.

While the One-Tonner has been designed to bring you the unusual economy of the 60 H.P. Ford V-8 engine, it is also available with the 85 H.P. engine. You can choose the engine that best fits these 122" wheelbase trucks to your job. You have a choice of body types—ask your Ford Dealer to see them.

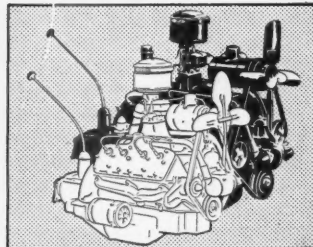
FORD V-8

TRUCKS AND COMMERCIAL CARS



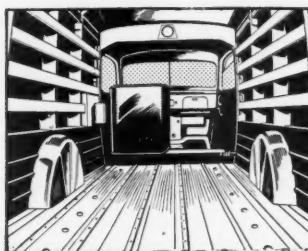
IMPRESSIVE APPEARANCE:

Front end styling same as the big Ford Trucks—massive, rugged, thoroughly modern. Full skirted fenders and pleasing body lines.



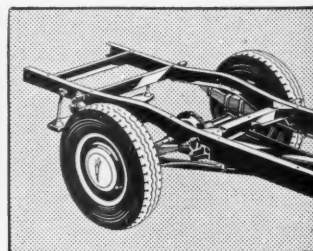
CHOICE OF V-8 ENGINES:

One-Tonners are available with either the 85 horsepower or 60 horsepower Ford V-8 engines to meet the particular needs of your job.



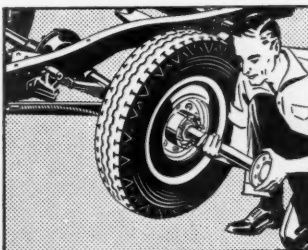
LARGE LOAD SPACE:

Standard bodies, due to the compactness of the V-8 engine, have unusually big load space for this type of truck. Also, roomier driver compartments.



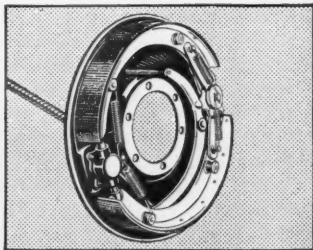
RUGGED TRUCK CONSTRUCTION:

Frame, springs, axles, body, clutch—all are built with great reserve strength. Yet operating economy has not been penalized by excess weight.



FULL-FLOATING REAR AXLE:

Same type of axle used in the heavy-duty Ford V-8 Trucks. A money saving feature and an important factor in Ford Truck dependability.



TRUCK-SIZE SAFETY BRAKES:

Big, quick-stopping brakes, with total brake lining area of 277 square inches. Self-energizing shoes. Handbrake operates on all four wheels.

*"Dad was right when he told us
'You'll be AHEAD with a
CHEVROLET!'"*



These young folk, starting life's journey together, will always have good cause to applaud Father's judgment of motor cars. Because Dad's statement, "*You'll be ahead with a Chevrolet,*" means far more than that Chevrolet excels in modern styling, Perfected Hydraulic Brake safety, and quick acceleration. It also means that Chevrolet excels in the *complete* job of putting extra enjoyment into motoring and keeping money in the owner's pocket! Ask your nearest Chevrolet dealer for a thorough demonstration—*today!*

THE CAR THAT **CHEVROLET** IS COMPLETE

SEE YOUR LOCAL CHEVROLET DEALER

